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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1832

July 7, 1948

DID HARRY BUTCHER GIVE GEN. IKE ONE OF HIS BIGGEST BOOSTS?

by Robert D. Heinl

As national attention once more turns to Gen. Dwight D. Eisenhower in connection with the presidency, a question which apparently can only be solved by the Democratic Convention in Philadelphia next week, just so there is speculation as to how much the General is indebted to Capt. Harry C. Butcher, his wartime Naval Aide and now successful Pacific Coast broadcaster, for the affection and popularity Eisenhower enjoys with the American people.

A guest at a typical Washington dinner recently in which the foremost topic of conversation, of course, was the forthcoming presidential election, the lady to my right, a strong supporter of Mr. Truman, tore into General Eisenhower and then, to my surprise, added something about how "This Capt. Harry Butcher and others General Eisenhower had made" would now be crawling on hands and knees to try to get the General to accept the Democratic nomination."

It was news to me that General Eisenhower "had made" Mr. Butcher as I had gotten the idea that perhaps Butcher had been of great assistance to Eisenhower.

Surely Captain Butcher's book, "My Three Years With Eisenhower" added to the General's prestige. The obvious reply to this would be that Captain Butcher was paid well for the book. It is not known how much the book itself yielded but Captain Butcher received $175,000 from the Saturday Evening Post for the magazine rights in the United States and Canada, the largest amount that publication has ever paid for pre-publication rights for any article. Gen. Eisenhower made it known that he was not sharing in the profits of the book and hadn't even seen it before publication.

One writer who in World War I days was pretty close to the White House, however, got the impression that Mr. Butcher may have done far more than to write a book about the General - more even than money could pay for, that Harry Butcher may even have had a hand in getting General Eisenhower his big opportunity to command the American forces abroad. Here is how the one who developed this theory reasoned it.

Prior to World War II, when Eisenhower was a Major and Mr. Butcher, who later became Washington Vice-President of the Columbia Broadcasting System, was Manager of Columbia's old WJSV (now WTOP), they met in Washington at the home of Sam Pickard, former Federal Radio Commissioner.

Mr. Butcher, in turn, was a great friend of Stephen Early, Secretary to President Roosevelt. In this group also was George E. Allen, later of the Reconstruction Finance Corporation, friend of Presidents Roosevelt, Truman and General Eisenhower, acting as adviser to the latter in the current presidential nomination situation.

Along came World War II and when the question was discussed as to who would get the prize plum to command our forces abroad, what could have been more logical, it was reasoned, than for Harry Butcher, enthusiastic about Eisenhower and convinced of his ability, and fitness, to have "sold" Eisenhower to Stephen Early, who was second to none with FDR, and Steve in turn putting in a plug for Ike with President Roosevelt. Stranger things than that have happened around the White House and that is how one person figured that General Eisenhower may have been brought to the personal attention of the Commander-in-Chief and how Butcher may have been of great assistance to his friend in the early days.

When General Ike received his appointment as Commanding General, European Theatre of Operations, he asked permission of Admiral King for assignment of a reserve from the Navy to him as an Aide. Admiral King not only consented, but said that Ike could name the reservist. Eisenhower designated Butcher. There was absolutely no precedent for the assignment. General Ike, however, liked the idea of an officer in naval uniform on his staff as a sort of unity of command of the Armed Forces. As the war went on, other Army officers under Ike's command followed suit and had naval aides, and at least one Admiral had an Army Aide.

Captain Butcher, who had been on leave as Vice-President of the Columbia Broadcasting System, resigned his position to write the book, "My Three Years With Eisenhower". It is interesting to note that the idea for the book came when at the beginning of the war, General Eisenhower asked Mr. Butcher to keep a diary to show dates, places, and as a reminder of interesting events, official and personal. Because of fear that headquarters might be bombed, Butcher made two sets of microfilms of the diary sheets. Insofar as it was possible, the original and the two microfilms were kept in separate safes.

Captain Butcher represented the Supreme Allied Commander at the surrender of the Italian Fleet to Admiral Sir Walter Browne Cunningham in September, 1943, and was also present at Reims, France, when the German High Command signed the terms of unconditional surrender.

Captain Butcher had been with CBS since 1930 as Director of the network's Washington office. In 1934, he was made a Vice-President. In March, 1933, he authored the phrase, "Fireside Chat", for the first radio speech to the people by President Franklin D. Roosevelt.

His first Navy assignment was as administrative assistant to Capt. Joseph E. Redman, then Director of Naval Communications. Within a month he was assigned by Admiral Ernest J. King as Naval Aide to General Eisenhower. Captain Butcher remained with the Supreme Commander through the invasion of North Africa, the invasion of Sicily, the invasion of France on June 6, 1944, and through the final German surrender.

After his Eisenhower book had been written, Mr. Butcher bought a broadcasting station of his own at Santa Barbara, California. This he named Radio KIST. Last March Mr. Butcher was elected President of the newly formed California State Broadcasters' Association in Hollywood.

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DENNY ZOOMS TO NBC'S SECOND HIGHEST POSITION; ONLY 36

Proving again that he has what it takes, Charles R. Denny, former Chairman of the Federal Communications Commission, Vice-President and General Counsel for the National Broadcasting Company, was promoted to one of the choicest positions in the commercial field of the country last week when he was elected NBC Executive Vice-President to succeed Frank E. Mullen, new WJR-WGAR-KMPC President.

Interesting in connection with the rapid rise of Mr. Denny is that though he has climbed to rarified heights, he is only 36 years old. Mr. Denny joined NBC last November as Vice-President and General Counsel, following his resignation as Chairman of the Federal Communications Commission.

Mr. Denny was born in Baltimore, Md., April 11, 1912, and was graduated from Amherst in 1933 and Harvard Law School in 1936. From 1936 to 1938, he practised law in Washington and from 1938 to 1942 he was in the Lands Division of the Department of Justice. He was first attorney in the Appellate Section, then Assistant Chief and finally Chief of that Section. He also served at the time as a special assistant to the Attorney General.

Mr. Denny joined the Federal Communications Commission in 1942 and was elevated to General Counsel in the same year. As General Counsel he supervised a staff of more than sixty attorneys and also conducted hearings on questions concerned with radio broadcasting, television, and communications. In March 1945, Mr. Denny was appointed a member of the Federal Communications Commission and served as Chairman from February 1946 until his resignation last October.

Gustav B. Margraf, in charge of the Washington office of Cahill, Gordon, Zachry and Reindel, and legal representative of NBC in Washington since 1942, was chosen by the Board to succeed Mr. Denny as Vice President and General Attorney. Mr. Margraf, who is another young man only 33, has represented NBC at many important hearings before the FCC and other governmental bodies in Washington. Mr. Margraf's home is in Arlington, Va. He was born May 14, 1915 in Cape Girardeau, Missouri, and was graduated from Southeast Missouri State Teachers College there in 1936, and from the Duke University Law School at Durham, North Carolina, in 1939.

After receiving his degree, he became associated with the law firm of Cahill, Gordon, Zachry and Reindel, 63 Wall Street, New York, in September 1939, and was placed in charge of the Washington office in 1942. Mr. Margraf has been a member of the Committee on Radio Broadcasting of the Advisory Council of Federal Reports. This Committee works with the Budget Bureau on the revision of various FCC legal forms.

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NAB STANDARDS NOW IN EFFECT ON FOUR NETWORKS

The Standards of Practice for Broadcasters of the United States, adopted by the National Association of Broadcasters at its Los Angeles Convention in May, are presently in effect on all four national networks, subject only to certain required changes in program operation, all of which will be completed by Jan. 1, 1949.

Justin Miller, NAB President, said last Friday that he had been so informed by the Presidents of the American Broadcasting Company, the Columbia Broadcasting System, the Mutual Broadcasting System, and the National Broadcasting Company, at a meeting last week in the Waldorf-Astoria.

President at the meeting were: Mark Woods, President, and Robert Saudek, Vice-President in Charge of Public Affairs, ABC; Frank Stanton, President, and Joseph H. Ream, Executive Vice President CBS; Edgar Kobak, President, and Robert D. Swezey, Vice President and General Manager, MBS; Niles Trammell, President, and Ken R. Dyke, Administrative Vice President, NBC; Judge Miller; Harold Fair, Program Department Director, NAB; and Robert K. Richards, Public Relations Director, NAB.

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$3,484,515 NET MADE BY ZENITH

The Zenith Radio Corporation made a net profit for the last fiscal year of $3,484,515 after taxes and all charges.

The profit is equivalent to $7.08 a share on the common stock. It compared with $594,452 or $1.21 a common share earned in the preceding fiscal year, when a carry-back tax-claim credit of $908,122 was included.

The company reported a record peace-time business for the year, a total of $79,406,133 or 38 per cent more than in the preceding year.

"The enthusiastic reception accorded to Phonevision and the steadily mounting interest therein by motion picture companies, broadcasters, telephone companies, the Federal Communications Commission and others, gives promise of the early wide-scale adoption of this feature which will make possible pay-as-you-see presentation in the home of first-run movies, major theatrical performances and other features that are too costly for free television", Commander E. F. McDonald, Zenith President stated.

"Some motion picture executives desire us to move faster on Phonevision than we care to. Nevertheless, it will not be long before you will be able to call your telephone operator and, without any interference with your regular telephone service, see first-run movies on your Phonevission-television receiver for a modest charge which may appear on your monthly telephone bill."

The company recently announced the completion of negotiations with Farnsworth Television & Radio Corporation by which Zenith has purchased paid-up rights to build home television receivers under all of Farnsworth's patents and pending applications for the entire life of the patents concerned.

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MISS HENNOCK SWORN IN TUESDAY AS FIRST WOMAN ON FCC

Since the Chairman's office of the Federal Communications Commission was wholly inadequate to accommodate the crowd that was expected, and which surely materialized, for the swearing in yesterday (July 6) of Miss Frieda Hennock, as the first woman appointed to the Federal Communications Commission, the reception room of the Postmaster General's office was designated as the gathering place for the occasion, also something which has never happened before.

Miss Hennock was sworn in by Association Justice Henry Schweinhart of the U. S. Court for the District of Columbia, in the presence of such Government leaders as Secretary of the Treasury John W. Snyder; Postmaster General Jesse M. Donaldson, Secretary of Commerce Charles Sawyer; Assistant to the President John R. Steelman; Under Secretary of the Treasury Edward H. Foley, Commissioner of Internal Revenue George J. Schoeneman, as well as countless representatives of the different broadcasting companies and industry.

"A champion of women's rights, Miss Hennock", according to Val Montanari writing in the Washington Post, "succeeds Commissioner Clifford J. Durr on the FCC, which has been an all-male outfit during its 25-year history. Indications are that she may be as independent-minded among the six other members as Durr, who resigned at the expiration of his term on June 30.

"A New Deal Democrat who supported Roosevelt and worked hard on behalf of Mayor O'Dwyer's election as Mayor of New York, Miss Hennock is a member of the otherwise 100 per cent Republican law firm of Choate, Mitchell and Ely. The 141-year-old firm has offices on Broad Street, New York.

"'But they don't discriminate against women or Democrats', she said recently.

"The firm will lose one of its best trial and corporation lawyers - and a valuable pleader before most any male jury. A trim, smartly dressed woman, she admits to being 'over 40' - spies say 43 - but declares, 'I don't look as old as I am, thank goodness.' Her associates agree she looks thirtyish and she usually sports a handsome tan from playing golf.

"She has tried most every type of law case - except one before the FCC. While her knowledge of radio is limited to listening to it and promoting some financing for Roosevelt broadcasts, she will feel at home on the FCC, whose members are traditionally either lawyers or engineers.

"MissHennock will have to give up her lucrative law practice for the $10,000 a year job.

"'That doesn't concern me', she says. 'It will cost me plenty, but I will be glad to have a chance to serve.'"

Before introducing Miss Hennock to members of the FCC,

Wayne Coy, FCC Chairman is quoted as having told Miss Hennock that heretofore the FCC had "rectitude, fortitude and solemnitude" but never "pulchritude".

Leonard Lyons writing in his New York column, tells the following anecdote about Miss Hennock:

"When Frieda B. Hennock, the first woman to become a member of the FCC, began practicing law, one of her early cases was in defense of a man against whom the evidence seemed incontrovertible. The prosecutor, annoyed at being opposed by a woman lawyer, made a long summation, during which he scoffed at 'my sister-lawyer', criticized the feminine tactics of "my sister-at-law', and berated 'my sister-lawyer' for having used her wiles. The jury brought in a verdict of not guilty. . . Later, the prosecutor asked the foreman: 'How could men say "Not guilty" with such overwhelming evidence?' . . The foreman looked at him coldly and explained: 'How could a man say such things about his own sister?'"

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STATIONS KEEP FINGERS CROSSED ON POLITICAL BROADCASTS

As yet no cheers have been heard from the radio stations regarding the Federal Communications Commission's ruling on libel in connection with political broadcasts. The press has been more outspoken.

Says the Washington Post:

"Congress made it plain in the Communications Act that it did not wish to confer upon the owners of radio stations any authority to censor political broadcasts. There was good reason for this in the special character of radio as a licensed instrument of communication granted temporary use of a portion of the public domain for the performance of a public service. But, having forbidden station owners to censor, Congress should have given them at the same time an immunity from the consequences of libelous matter broadcast over their transmitters. Since they cannot protect themselves against lawsuits arising out of malicious or injudicious utterances by political speakers using their facilities, they deserve the protection of the law.

"The Federal Communications Commission has asked Congress to give radio station owners this protection. And if Senator White's pending communications bill should be enacted as approved by the Senate Interstate Commerce Committee, the protection will be accorded. In the meantime, however, the FCC can do nothing but insist, as it did the other day in passing on the license renewal application of Station WHLS, Port Huron, Mich., that broadcasters keep hands off the content of political speeches which they have contracted to transmit, no matter how libelous they may deem that content to be.

"In stating this policy, the Commission expressed the opinion that, since Congress has tied the hands of the broadcaster, he may not be sued for damages by persons considering themselves injured by the broadcast material. This is not a very satisfactory assurance

from the broadcasters' point of view. Perhaps it would impel the courts to regard broadcasters as innocent; perhaps not. It is a fair and friendly gesture for the Commission to have made, but it is obfiously nothing more than a gesture. The only safe remedy for the dilemma of the broadcasters lies in an act of Congress. Justice requires that the remedy be given them."

Editor & Publisher is also dissatisfied, stating that State libel laws are shoved aside en toto by the Federal Communications Commission's ruling that radio stations cannot censor political broadcasts for libelous material nor can they be sued for damages. The FCC decision interpreting the Federal Communications Act cites Supreme Court decisions to the effect that State laws are superseded by Federal statutes on this question.

"In other words", Editor & Publisher believes, "radio stations no longer have any responsibility for political broadcasts that go out to the people over their facilities. A candidate can shoot off his mouth for all he's worth. He alone is responsible for what he says and if he should commit a libel - well, it's awfully hard to prove when there is no printed record.

"Libel laws were written to protect innocent people and also to make newspapers and other publications responsible for what they printed so that the incidence of libel and falsehood would be reduced. That restraint has now been removed partly from radio.

"Why should a political candidate be given this latitude any more than any other citizen?

"The National Association of Broadcasters and individual radio stations don't like it, and we don't blame them. It seems to us that removal of any responsibility from a radio station for what is broadcast, or from a newspaper for what is printed, is not in the public interest."

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N.Y. FREE SPEECH GROUP ADDS OUTGOING PRAISE FOR DURR

Departure of Clifford J. Durr from the Federal Communications Commission June 30 was followed by a testimonial luncheon to him at the Hotel Astor in New York.

James L. Fly, former FCC Chairman, said that "more than any other single individual", Mr. Durr had breathed "life into the conscience of the broadcasting industry." Charles R. Denny, newly appointed NBC Executive Vice President and a former FCC Chairman, described Mr. Durr as "one of the finest public servants the United States has ever had."

Prior to the luncheon, Mr. Durr said that he had not decided on his future plans, but thought he might resume the practice of law. Other speakers at the luncheon, sponsored by the Radio Committee of the American Civil Liberties Union, included Thomas Carskadon, Morris Novik, Paul Denis and Saul Carson.

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J. HAROLD RYAN HEADS NEW NAB NATIONAL DEFENSE COMMITTEE

Ten broadcasters designated by Justin Miller, National Association of Broadcasters' President, to form an Advisory Panel on Civil Defense, will meet in Washington, Friday, July 9th, to discuss with Secretary of Defense Forrestal's office the preparation of plans for any future national emergency.

Chosen to represent AM, FM, and television, in an over-all group touching all parts of the broadcasting industry, the Committee will meet with Herbert Schroll, Communications Advisor of Civil Defense Planning.

The radio figures named to the panel were:

J. Harold Ryan, Vice-President, The Fort Industry Co., WSPD, Toledo, O.; John Fetzer, President, WKZO, Kalamazoo, Mich.; James LeGate, General Manager, WIOD, Miami, Fla.; Edward Breen, President, KVFD, Fort Dodge, Ia.; Everett L. Dillard, President, KOZY, Kansas City; John Shepard III, Chairman of the Board, Yankee Network, Boston; Leonard Asch, President, WBCA, Schenectady, N. Y.; J. R. Poppele, Vice-President, WOR, New York; and William Eddy, General Manager, WBKB, Chicago.

Robert K. Richards, NAB Public Relations Director, will represent the NAB staff on the committee and serve as liaison.

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COY SAYS NO CHANGE IN TV CHANNEL NUMBERS

The Federal Communications Commission is not considering a renumbering of the present 12 TV channels, FCC Chairman Wayne Coy informed the Radio Manufacturers' Association last Friday, July 2.

Commenting on a resolution adopted by the RMA Board of Directors June 17 in Chicago, urging that the current TV channel numbers be retained despite the deletion of Channel No. 1, Mr. Coy in a letter to RMA Executive Vice President Bond Geddes, said:

"Neither the report and order deleting Channel No. 1, nor the proposed rule revising the allocation of television channels changes or contemplate the changing of numbering of the remaining 12 television channels.

"Furthermore, the Commission has not received any petitions or requests to change the numbering of the remaining 12 television channels and the Commission itself hasnot proposed such a change.

"If the Commission were to change the numbering of the remaining television channels, adequate public notice would be provided to all interested parties, and their views and comments would be requested before the Commission would adopt any such change."

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ACCENT ON YOUTH SARNOFF NOTES IN RECENT NBC-RCA APPOINTMENTS

Himself one of the youngest top executives in the business, David Sarnoff has been practicing what he preaches by appointing other young men to the highest positions in RCA-NBC and describes this action as "in keeping with RCA policy for regular infusion of youth in management."

General Sarnoff referred to the promotion of Charles R. Denny, Vice President and General Counsel of NBC, to Executive Vice President of that organization; to the appointment of Gustav Margraf, Associate in the firm of Cahill, Gordon, Zachry & Reindel, as Vice-President and General Attorney of NBC, and the election of David C. Adams, Assistant General Counsel of NBC, to Vice President and General Attorney of RCA Communications, Inc. Glen McDaniel, Vice-President and General Attorney for RCA Communications, who has been elected a Vice-President of the Radio Corporation of America to serve on the President's staff, and Mr. Denny are 36 years of age, Mr. Margraf is 33, and Mr. Adams, 35.

"Radio and television, because of their close alliance with science and the arts, are young and rapidly expanding industries", said General Sarnoff. "Youth is essential for industrial growth and progress. The challenges and problems that continually arise call for well-trained young men with energy and initiative, and a record of accomplishment even at an early age."

Associated with the law firm of Sullivan and Cromwell, 48 Well Street, New York, from 1936 to 1942, Mr. McDaniel in March of '42 was named Special Counsel to James V. Forrestal, then Under Secretary of Navy. He figured prominently in the procurement of aircraft for the Bureau of Aeronautics.

Before joining the National Broadcasting Company in November 1947, Mr. Adams was a member of the legal staff of the Federal Communications Commission in Washington, D. C. He became associated with the FCC in September 1941, and, in addition to his legal duties, was a member of the Cable and Radio Committees of the Board of War Communications.

During World War II, Mr. Adams served in the United States Army in an anti-aircraft battalion and in Military Intelligence, returning to the FCC Law Department in October 1945. He held successively the positions of Assistant Chief of the Common Carrier Division and Assistant to the General Counsel of the FCC. He has served as delegate or observer representing the United States at international telecommunications conferences in Moscow, London and Atlantic City. Mr. Adams is a native of Buffalo, New York.

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TV WILL TAKE FALSE WHISKERS OFF PHONEY CONVENTIONS

In addition to their other troubles, the Democrats are racking their brains on how to show better showmanship than the Republicans did in timing their convention for television and radio. That the Republicans missed the boat seems to be generally admitted. Nevertheless, it seems to be a question as to whether the Democrats will be able to profit by their opponent's mistakes.

"The advent of the eye of television to the proceedings inside and outside a national political convention brought to these activities millions of spectators who had never seen them before", Arthur Krock writes in the New York Times. "But, according to reports from all over the country, widespread criticism arose from the new audience against the revelation that the major party nominees for President and Vice President of the United States, the four men of whom two will surely fill these high offices, are chosen in a mixed setting of country circus, street carnival, medicine show and Fourth of July picnic. * * *

"The answer probably is that the Democrats will put on the same kind of performance. The reasons are several:

"The convention pattern has grown and been fixed by custom, and politicians are both superstitious and traditional about their habits. Even the most radical among them in doctrine and speech are reactionaries when it comes to abandoning the shenanigans of a national convention.

"Though politicians know that most of the demonstrations come from the galleries, which often they themselves have packed for the purpose, and that the delegates are never fundamentally affected by these demonstrations, they would be uneasy and discouraged without them. Even the managers of a candidate whose victory they count on with utmost confidence believe it is somehow necessary to put on an artificial uproar for him that exceeds any other in noise are several:

"Candidates who know from experience how these clamors are staged, and how hollow they are, have come to expect them; and have sometimes grown peevish if they are held to their natural duration - which is about five to fifteen minutes.

"The business of the recent Republican convention could have been transacted in two daysof floor procedure at the most."

"Politicking will never be the same. Blame it on - or credit it to - television. The change is revolutionary" is the observation of the Washington Star. "Time was when political conventions were for a select few - national and State politicos, party angels, hopeful candidates and newspapermen. The advent of radio brought the folks at home into closer touch with the goings-on. But now nothing is sacred, nothing secure from the prying eye of the television cameras - not even the traditional smoke-filled room, or the whiskers yet to sprout from candidates' jowls.

"If there are any smoke-filled rooms, any party headquarters, any candidate's nook that has not as yet been invaded by the television boys at Philadelphia, it must have been an oversight. Every favorite son, every leading candidate has been interviewed under the searchlight of television. * * * * To what extent these presidential hopefuls have won or lost popular favor as a result of these intimate telecasts is a question that the politicians would like to know."

"There was nothing unusual about the Republican convention; it followed the traditional routine of any political convention. It was unusual, though, that 10,000,000 outsiders should be witnessing the routine, which was strange to all but very few of them", R. W. Stewart commented in the New York Times. "Television, all at once, was bringing a new political consciousness to a sizable portion of the population, while it promised to exercise a revisional influence on the convention scene.

"It is not suggested that television will alter the basic business of deciding on a presidential nominee. However, television does bid fair to pare away the bombast and high jinks associated up to now with that business."

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HOUSE FCC PROBE TO START IMMEDIATELY

Chairman Forest A. Harness (R), of Indiana, announced last week that his special House Committee, composed of Representatives Leonard W. Hall (R), of New York, Charles H. Elston (R), of Ohio, J. Percy Priest (D), of Tennessee, and Oren Harris (D), of Arkansas, will begin an investigation of the Federal Communications Commission immediately.

He said the inquiry, authorized in the closing hours of the last Congress, will center on the granting of Federal licenses to radio station owners or operators who are alleged to be Communists.

Frank T. Bow, of Canton, Ohio, was made General Counsel. During his short period of service on Congressional committees, he has gained a reputation for aggressive, searching investigations and an apparent reticence to pull his punches.

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AM. CABLE & RADIO SHOWS LOSS; BETTER RESULTS FOR 2ND QUARTER

A statement of consolidated income accounts of the American Cable & Radio Corporation and subsidiaries for the three months ended March 31, 1948 and 1947, respectively, shows a consolidated loss of $800,922 for the first three months of 1948 with a loss of $307,453 (before special tax credit) in the first quarter of 1947. A reduction of $500,000 in operating expenses (due primarily to the reduction in payrolls during the strike) as compared with the first quarter of 1947 was more than offset by a decrease of $1,000,000 in operating revenues.

Said President Kenneth E. Stockton:

"Notwithstanding the return of some 1,800 employees in the United States to the payrolls after the end of the strike on April 1, 1948, it is anticipated that operating expenses for the second quarter, although in excess of those for the strike period, will be substantially less than in either of the last two quarters of 1947. Since the conclusion of the strike the volume of traffic handled by the System is showing an increase, not only in actual amount but as a percentage of the traffic handled by all of the American carriers of international telegraph traffic. The last rate increase granted by the Federal Communications Commission became effective April 28, 1948. Better results should therefore be obtained for the second quarter, and preliminary reports so far available tend to support this view."

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ABC SIGNS WAAM, BALTIMORE, AS A TELEVISION AFFILIATE

The American Broadcasting Company on Tuesday (July 6) completed the nucleus of its Eastern television network with the signing of a two-year affiliation agreement with Station WAAM of Baltimore, Md., Lee Jahncke, Director of Station Relations for ABC's television operations, announced.

Affiliation of WAAM in Baltimore gives ABC Television stations in the leading market and population areas in the East. In addition to WJZ-TV, New York key television station of the network, ABC's Eastern television network also includes WFIL-TV, Philadelphia, Pa.; WMAL-TV, Washington, D. C.; WNAC-TV in Boston, Mass., which affiliated with the network July 1, and WAAM.

Signing of the television agreement with WAAM brings the number of ABC television affiliates to 12.

Negotiations for the affiliation of WAAM were concluded between Jahncke and Norman C. Kal, General Manager of the station. WAAM will commence test patterns in August and regular programming will begin in September.

WAAM has been licensed by the Federal Communications Commission to operate on Television Channel 13 with 31.65 kilowatts visual power and 20 kilowatts aural power. Studios and transmitter of the new ABD television affiliate will be located on a 10-acre tract north of Druid Hill Park in Baltimore. On this strategically located site, a 475-foot antenna is situated. Thus, WAAM's programs will be televised from a transmitter having an over-all height above sea level of 825 feet.

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SCISSORS AND PASTE

Voice Control
("Washington Post")

With the decision of the State Department to take over all operations of the Voice of America broadcasts beginning October 1, the handling of this important segment of the foreign information program has run full circle. The State Department is, of course, the agency in which operation and supervision of the programs belong. They were farmed out to networks in the first place only because of Congressional insistence that the operation be privately conducted. The assumption that somehow the quality of broadcasts would thereby be enhanced proved to be false. As long as the Government was paying the bill, no one either here or abroad was kidded that the letting of the programs to private contractors relieved the Government of ultimate responsibility. Yet the same Congressional insistence on private operation also deprived the State Department of funds with which to check the broadcasts.

As a matter of fact, the system as set up put a premium on irresponsibility, as was amply demonstrated by the recent criticism in Congress of the tripe that went out to Latin America. Fortunately, Congress repented of the kind of economy that brought this situation about and voted substantially the funds the State Department requested for the coming fiscal year. This increase allows the department to relieve the networks of a job they are glad to be rid of.

As the program is now set up, beginning October 1 the State Department itself will initiate all news reports and commentaries, as it has been doing all along with respect to eastern Europe. It will purchase some outside feature programs, but none will be broadcast until thoroughly reviewed. Meanwhile, in the period before October 1, the department will exercise supervision over all programs still handled by private broadcasters. A further degree of stability for the new operation will be provided by the appointment of the five-man advisory board called for in the Smith-Mundt Act.

The change-over will also afford an opportunity to review the scope of the Voice of America programs. The real focal point of these programs is the influential people of the countries to which they are beamed. Accordingly, in our opinion, the broadcasts could effectively dispense with some of the seemingly inane "bait" with which they sometimes are coated. In any event, the first essential of a successful foreign broadcast program is continuity and responsibility, both of which are provided by the return to full State Department control. The department may rightly be called upon to account fully for the content of the programs; but by the same token, the Voice of America can work most effectively if it is not subjected to continual petty harassments.

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Robert Best Gets Life For Treason
(Westbrook Pegler in "Washington Times-Herald")

The conviction of Robert Best on a charge of treason and his sentence to prison for the rest of his life, he being now 52, vindicates his contention that the government of his own country, the United States, is still hacking the corpse of a dead enemy and indifferent to the menace of a live one.

Best was a derelict loafer who had served in the American Army in the first World War and, like a few thousand other dissolute and shameless bums of the A.E.F., hung around Europe until it was too late to come home. A lot of them became gigolos and picked up the occupational diseases of the trade. For years they infested the Ritz and Harry's so-called New York bar in Paris - boozy tramps cadging drinks, francs, and old clothes from tourists. A few, and Best among them, drifted off to haunts unlikely for Americans and became harmless barflies, coming faintly to life now and again to pester the consuls with little personal problems.

Best holed up in Vienna and for a time at least served as a correspondent for the United Press, covering unimportant news. When anything was doing that merited competent coverage, he was relieved by a staff man. However, by virtue of his credentials and by years of residence, he developed the acquaintance and, doubtless, the contempt, of the Austrians, including the Nazis.

Best hated the Communists and he shared and argued Hitler's belief that Jewishness and communism were indistinguishable. This made him unpopular with most American journalists who happened that way and, of course, gave him a bad reputation with the American legation.* * *

Many of the American correspondents station in Europe, a pretentious lot on the whole, strutting and posing as statesmen and intimates of the Presidential circle, were pro-Communist because Hitler was anti-Communist * * * *

However, false and hateful Best's belief in Hitler's suspicion of the Jews, it was not treason under American law nor even disorderly conduct. It was dangerous, however, as many individuals were to learn in the notorious treason cases in Washington which ended when the unfortunate judge died of fatigue. They never were brought to court again because the Department of Justice knew there was no treason present, but in time to come the war administration will have to answer for these persecutions.

Nevertheless, there is no doubt that Best was a spy in the sense that he pretended to be drowsy with dope and spent hours listening to other American journalists, tourists and agents of one kind and another over the coffee tables in Vienna.* * *

As between the Nazis and the Communists or the futile Socialists, he unquestionably strung with the Nazis. He was free to do this without embarrassment under our laws.

Actually Best has been sentence to life in prison because he believed national socialism was a good political system and Hitler a good chief executive for Germany, and that communism was an unscrupulous, insidious and implacable enemy of western civilization.

That he eavesdropped and tattled on other Americans who carelessly trusted him because he had an American passport is readily admitted. But these were matters for personal adjustment, manfashion, and never can be any business of any American court.

(Continued at bottom of page 16)

TRADE NOTES

The salary of Charles R. Denny, new 36 year old National Broadcasting Company Executive Vice-President is reported via the grapevine to be around $50,000 a year. Mr. Denny is supposed to have started with the NBC last November at $35,000 up to which time he was drawing $10,000 at the Federal Communications Commission.

Printed copies of the address on Thomas Edison made by Gen. David Sarnoff before the American Branch of the Newcomen Society of England in Washington, D. C. are now available.

The seasonal decline in radio set production resulted in a drop of more than three million in the number of radio receiving tubes sold in May, the Radio Manufacturers' Association reported last Friday (July 2). May's receiver tube sales totalled 14,905,097 by RMA member-companies compared with 18,675,364 in April and 14,575,237 in May, 1947.

Tube sales by RMA member-companies for the first five months of 1948 totalled 84,891,691.

Edmund Chester, Director of Shortwave Broadcasting and Latin American Affairs for the Columbia Broadcasting System since 1940, last Friday (July 2) was appointed Director of News, Special Events and Sprots for the CBS Television Network.

Mr. Chester, a former Director of the Latin American Department of the Associated Press and Vice President of La Prensa Asociada, Latin American subsidiary of the Associated Press, will assume his television duties immediately.

This is the fifth new executive post created and filled by CBS Television in the past two weeks. The others were Charles Matthew Underhill as CBS-TV Director of Programs, David Sutton as CBS-TV Sales Manager, George L. Moskovics as Manager of CBS-TV Sales Development and Worthington C. Miner as Manager of Program Development.

The appointment of J. F. Crossin as Director of National Sales for the United States Television Mfg. Corp. has been announced. Mr. Crossin formerly was Vice-President of Olympic Radio & Television, Inc., and was a member of the executive staff of Crosley. For many years he was connected with Kelvinator in a sales capacity.

Mrs. Field, wife of Dr. John J. Field, dentist, of Washington, D. C., is richer by $3,200 and a 1949 Ford because she recognized the voice of Bernard Baruch on WTOP-CBS as the "phantom voice" last Saturday night on Columbia's "Sing It Again" show.

International radiotelegraph service "Via RCA" is available to overseas passengers, visitors and airline representatives at Idlewild Airport, H. C. Ingles, President of RCA Communications,Inc. has announced. Situated conveniently in space adjoining the offices of the United States Customs Service, it will have teleprinter tape-relay connection with RCA's New York Central Office at 66 Broad Street, assuring swift transmission of messages to foreign destinations.

First shipments of seven new radio models in ten cabinet was made yesterday to Westinghouse radio dealers throughout the United States by the home Radio Division of the Westinghouse Electric Corp. The additions to its current radio output make it the most complete line in the history of the Division.

New Westinghouse radio models include 21 sets in 32 cabinet variations, from a standard band ultra modern table radio to a "top-of-the-line" AM-FM shortwave console combination. Prices of the radios range from $24.95 to $499.95. This line of radio receivers does not include television models. Television production on the Westinghouse console model 181, it was pointed out, is being maintained and production will begin next month on television table models with a ten-inch tube.

Motorola, Inc. - Six months ended on May 29: Net profit, $1,500,769, equal to $1.94 a common share, compared with $1,379,774, or $1.72 a share, in the similar period last year. Net sales, $26,-000,000, against $21,000,000.

Starting August 30, when he picks up two more sponsors for an additional half-hour morning cross-the-board ride on CBS, Arthur Godfrey will, single-handedly, account for $4,500,000 of the network's gross billings, according to Variety. That makes him the No. 1 box-office pull among personalities on the four webs, with Godfrey himself pocketing close to $500,000 as his share of the take.

Godfrey's Monday night Lipton Tea "Talent Scouts" show brings in $700,000 in annual gross billings to the web. His half-hour, five-times-a-week Chesterfield program accounts for another $2,000,000 gross. In August National Biscuit Co. and Goldseed Glass Wax are plunking for $900,000 each for 15-minute segments, in the 10:30-11 morning stretch. Chesterfields has 11 to 11:30.

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"Scissors And Paste" continued from Page 14-"Robert Best Gets Life for Treason"

Best was, in the juicy English word, a swine, and, in the shorter and uglier Americanese, a louse. But his treason consisted of broadcasts in which he reiterated from Berlin old arguments that Americans, with our press, our school budget and our vaunted education, should have been able to demolish if they were unsound, and refute if they were false.

Meanwhile, and to this day, on the American scene, the truth of Best's fundamental charge, that the Communists will get us if we don't watch out, has been admitted by the State Department, the Department of Justice, the CIO and President Harry S. Truman.

Best also advised us after Pearl Harbor to abandon our war with Hitler and join him in the fight against Russia. There a treason case may be. * * * *

Best and the few other Americans who have been sent up on these highly political charges will get out if they don't die untimely. That being so, they deserve about what they are getting.

Our error is that we let journals of the line devil us into confusion with their horror at the awful fate of a lot of Communist traitors who are doing short bits in good jails for perjury and contempt of Congress.

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No. 1833

July 14, 1948

BRITISH STILL LABOR AT TRYING TO RAISE PUBLIC RADIO TASTE

The British Broadcasting Corporation keeps everlastingly at its "unwritten requirement" of trying to raise the public taste. This was revealed when Sir William Halsey delivered the Lewis Fry Memorial Lectures in the University of Bristol. His theme was "The Responsibilities of Broadcasting", and the two lectures - respectively subtitled "Within a Nation or Community" and "Between Nations and Communities" - have been reprinted in booklet form by the BBC Publications Department, thus making generally available some pertinent observations and conclusions about the missions of British broadcasting in national and international life.

In his first lecture, Sir William defined the responsibilities of broadcasting as political, cultural, educational, and moral. He showed how, in Britain, the first political requirement - impartiality - was being met by a system that gave general satisfaction.

Speaking of cultural responsibility, he said:

"The written requirement on the BBC to be a means of entertaining, informing, and educating the public is no stronger than the unwritten one to be a means of raising public taste."

But he did not see the responsibility as embracing origination in an art:

"All phases of the individual's and society's development" made the field of the educational responsibility; and he added: ". . . if broadcasting abdicates this part of its mission . . . it will decline from an instrument of social purpose into a some-day-to-be-outmoded toy."

Moral responsibility transcends them all, Sir William concluded his first lecture. Broadcasting was a powerful preceptor in the habits of everyday life; it could seek to establish standards and values, and to show that "the search for truth is endless, and an end in itself."

The Director-General had more to say of the service of broadcasting in the cause of truth when, in his second lecture, he dealt with its international responsibilities. He described the picture here as confused and chaotic, and asked:

"What is the commonest casualty in this new war of words? It is Truth. If international broadcasting has done no other thing in these last ten years, it has made truth less defenceless than it was." Today, he said, it can make available ". . . a well-spring of truth which . . . is bound to do its cleansing and healing work."

To pour through the world "an unending, undeviating, irrigating flow of news" had always been a primary conception of British Broadcasting to audiences abroad. There was that duty; there were,

too, the projection of Britain, the knitting of the Commonwealth, and there was the opportunity of service in the cause of international co-operation.

Sir William Haley ended by stressing the prospective value of the freest possible system of programme exchanges among the nations. The difficulties were inordinate, but the day must come when the best broadcasting of Europe would be placed at the disposal of the listener anywhere.

The BBC is at present completely occupied in preparing for the opening of the Olympic Games in England July 30th and the problem of linking them with audiences in all parts of the world which will necessitate providing facilities for 200 broadcasters who will go to London especially for the great event.

S. J. de Lothiniere, Head of BBC Outside Broadcasting, described the problem as follows:

The Olympic Games last fifteen playing days. They involve 136 different events, which take place at thirty different venues, and which, this year, have attracted competitors from fifty-eight different nations.

Take another look at those few statistics, and then try to imagine how they affect the BBC, which not only has to provide its own coverage of the Games in more than forty languages, but which has to supply for all-comers the necessary outside-broadcasting facilities.

An ordinary "outside broadcast" involves a commentator, two engineers, equipment weighing 200 pounds or so, and two telephone lines linking the venue with the nearest studio centre. An ordinary outside broadcast, too, is planned to fit a definite event: for example, a football match, starting at, say, 3.0 P.M. precisely, lasting ninety-five minutes, and involving a known team "A" against a known team "B".

Now take, by contrast, any one Olympic event out of the 136 - let us say the 100 metres free-style swimming race for men. As I write, it is known (just five weeks before the Games) that the race will take place at the Empire Pool, Wembley, that there will be preliminary heats on the afternoon of Friday, July 30, some time between 2.0 and 5.0 P.M., and that there will be up to eight swimmers in each heat. It is known, too, that there will be other swimming events that afternoon, and that the athletics will be in full swing; also fencing and basket ball.

What is not known is how many of the 200 Olympic broadcasters gathered in London will want to cover those several heats, whether they will want to record or broadcast "live", what languages they will be using, whether any of them will want to link his commentary with commentaries by a colleague from, say, the athletics in the Stadium.

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TRUMAN ENJOYS FIRST WHITE HOUSE PRESS ROOM TELECAST

The NBC-LIFE team which brought the Democratic National Convention to the nation by television left Philadelphia briefly Monday to televise exclusively the first video program ever to originate in the press room of the White House in Washington. Two cameras from NBC's Washington station WNBW were installed in the press room for interviews with newsmen remaining on the White House "beat" with President Truman while other newsmen and politicos attend the Philadelphia convention.

The program was planned by NBC and LIFE magazine as a convention sidelight. The half-hour White House pickup (5:30 to 6:00 P.M.) was carried on NBC's East Coast television network. NBC Washington correspondents Arthur Barriault and Frank Bourgholtzer and LIFE correspondents Windsor Booth and Ed Jones interviewed other Washington newsmen who regularly cover the White House and travel with President Truman.

In the midst of the program, White House Press Secretary Charles Ross stopped by the Press room and sat down to join the discussion. He reported that President Truman, in company with the White House secretariat, was watching the program in his study, and wished to report that he enjoyed it very much. The President specifically told Ross he wished to compliment Bob Nixon of I.N.S. on his fine appearance before the cameras . . . poking mild fun at Nixon's habit of accentuating his words with his pipe stem. Concensus of the newsmen interviewed was that President Truman will wage an aggressive campaign battle.

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For Release in morning newspapers of Friday, July 16, 1948

FTC WARNS CHICAGO FIRM AGAINST RADIO TUBE MISREPRESENTATION

Fonotalk Corporation, 3322 West Lawrence Ave., Chicago, entered into a stipulation-agreement with the Federal Trade Commission to stop representing that any radio receiving set contains a designated number of tubes or is of a designated tube capacity when one or more of the tubes referred to are devices which do not perform the recognized and customary functions of radio receiving set tubes in the detection, amplification and reception of radio signals.

The stipulation of facts recites that radio receiving sets represented by the corporation as containing 5 tubes actually contain only 4 plus a rectifier. The rectifier does not perform the customary functions of radio receiving set tubes in the detection, amplification and reception of radio signals, the stipulation sets forth, but instead, serves the auxiliary function of changing alternating current to direct current.

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DON LEE STATIONS AND LOS ANGELES EXAMINER SIGN LONG-TERM PACT

What is believed to be a unique reciprocal agreement linking the local Don Lee television station KTSL (W6XAO) and radio station KHJ with the Los Angeles Examiner in a long term pact of mutual cooperation was signed in Hollywood last week by Lewis Allen Weiss, Don Lee Executive Vice President, and Richard A. Carrington, Jr., publisher of the famous Hearst morning flagship.

The document, one of the most unusual and probably the first so linking a TV station and a topflight U.S. metropolitan daily, entails the making available by each party to the other of its exploitation values, source materials, and professional and technical staffs.

This includes televising daily at least four station-break patterns of the Examiner masthead, the televising, by live or film whenever practicable, of Examiner-sponsored events, such as The Olympic Game Swim try-outs, the Hearst Gold Trophy Regatta, the Junior Gold Championship, itsprofessional football games, Diamond Boxing Matches, etc.

The video station also agrees to make available any of its own filed to the Examiner; KHJ, on its newscasts, will credit the Examiner as one of its sources of news. City Editor Jimmy Richardson of the Examiner, and Les Mawhinney, radio news bureau chief, will exchange stories and news tips. In many instances, tips from Richardson's desk will send Don Lee telecine newsreel cameramenrolling to spectacular events far ahead of all opposition.

Of wide interest in the newspaper and television industry, is the agreement to permit the station to televise certain local and INP photos, after clearances are obtained.

Also, the Examiner plant at 11th and Broadway in downtown Los Angeles, is made available for "location" television sequences. In addition, there are provisions for the trading of time on KHJ for space in the Examiner.

Both parties have expressed mutual satisfaction over the agreement, which provides each with greater opportunites to serve the public interest, convenience and necessity.

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CODE FOR TELEVISION BROADCASTERS TO BE DRAWN BY TBA COMMITTEE

A program code for the television industry is to be drawn during the next several months and will be submitted to representatives of the Television Broadcasters' Association, Inc., at the annual TBA meeting in December for consideration and approval. A committee, headed by Lawrence W. Lowman, Vice President of the Columbia Broadcasting System, has been appointed to study the problem and draft the first official guide for television programming on an industry-wide basis since the advent of the art. Serving with Mr. Lowman on the committee are Noran E. Kersta, Executive Assistant to the Administrative Vice President in Charge of Television of NBC; Robert L. Coe, Gen.Manager of WPIX and Neil H. Swanson, WMAR-TV, Baltimore.

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RMA-IRE JOINT TECHNICAL COMMITTEE CREATED TO ADVISE ON RADIO, TV

Creation of a Joint Technical Advisory Committee for the purpose of advising government agencies, such as the Federal Communications Commission, and other professional and industrial groups on technical aspects of radio, television, and electronic problems was announced Monday jointly by the Radio Manufacturers' Association and the Institute of Radio Engineers.

JTAC will report to the Boards of Directors of RMA and IRE, respectively, through Dr. W. R. G. Baker, Director of the RMA Engineering Department, and Dr. Benjamin E. Shackelford, President of IRE, as direct contacts.

Members of JTAC were appointed by the Boards of Directors of RMA and IRE. They were chosen, according to Drs. Baker and Shackelford, "on the basis of professional standing" irrespective of the organizations to which they belong or the companies by which they are employed.

Philip F. Siling, Chief Engineer of the RCA Frequency Bureau, of Washington, was appointed First Chairman of the new committee as a representative of IRE. The Vice Chairman is Donald G. Fink, editor of Electronics, New York, who is a representative of RMA.

The other six members of the eight-man committee are: Dr. Ralph Bown, of Bell Telephone Laboratories, Murray Hill, N. J.; Melville Eastham, of General Radio Co., Cambridge, Mass.; John V. L. Hogan, of Interstate Broadcasting Co., Inc., New York; E. K. Jett, former FCC Commissioner and now Director of the Baltimore Sun's radio and television operations; Haraden Pratt, of Mackay Radio & Telegraph Corp., New York; and David B. Smith, of Philco Corp., Philadelphia. Laurence G. Cumming, IRE technical secretary, is non-member secretary of the committee.

The objective of JTAC, as stated in its charter, is "to obtain and evaluate information of a technical or engineering nature relating to the radio art for the purpose of advising government bodies and other professional and industrial groups.

"In obtaining and evaluating such information", the charter continues, "the JTAC shall maintain an objective point of view. It is recognized that the advice given may involve integrated professional judgments on many inter-related factors, including economic forces and public policy."

JTAC will supplant the Radio Technical Planning Board in its relations with the FCC and other governmental agencies, and the RTPB will be dissolved.

Other functions of the RTPB are being taken over by various technical committees of the RMA Engineering Department and IRE, and both RMA and IRE committees will be called upon from time to time by JTAC for information.

Where a qualified technical group does not exist, JTAC has authority to appoint an ad hoc committee to study and report on particular subjects after which it will be disbanded.

Specific duties of JTAC are outlined in the charter as follows:

(a) To consult with government bodies and with other professional and industrial groups to determine what technical information is required to insure the wise use and regulation of radio facilities.
(b) To establish a program of activity and determine priority among the problems selected by it or presented to it in view of the needs of the profession and the public.
(c) To establish outlines of the information required in detailed form. These outlines will be submitted to qualified groups, as hereinafter defined, who shall study the requirements and supply the required information.
(d) To sift and evaluate information thus obtained so as to resolve conflicts of fact, to separate matters of fact from matters of opinion, and to relate the detailed findings to the broad problems presented to it.
(e) To present its findings in a clear and understandable manner to the agencies originally requesting the assistance of the committee.
(f) To make its findings available to the profession and the public.
(g) To appear as necessary before government or other parties to interpret the findings of the committee in the light of other information presented.

Members of the JTAC are appointed for two years, and the chairmanship will be alternated each year between RMA and IRE representatives.

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CODE DRAFTED FOR HEMISPHERE BROADCASTS; ARGENTINA'S RADIO GAGGED?

Last week plans for adoption of uniform legislation governing radio broadcasting in the American Republics were completed by the Judiciary Committee of the Inter-American Association of Broadcasters Congress meeting in Buenos Aires.

Covering 15 basic points, the uniform code is designed to guarantee freedom of expression over the air. It defined broadcasting as a service in the public interest and otherwise it tended to limit government interference with the industry.

To become effective, it must be ratified by a majority of the American governments. It limits official censorship to cases of foreign attack or serious internal disturbances, in which other means of expression, such as newspapers also would be censored.

A resolution praising the National Broadcasting Company and the Columbia Broadcasting System for their work in interpreting the spirit of the Americas throughout the hemisphere was adopted unanimously. The sponsors said this was a tribute to "The Voice of America" programs.

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On Monday, July 12, according to a report to the New York Times by Milton Bracker, the delegates from fourteen Western Hemisphere countries told the Argentine Broadcasters' Association that radio freedom had been virtually abolished in that country. The joint declaration was made at 6:30 A.M. before delegates to the Conference, then in the twentieth hour of the closing session.

The signers were from Brazil, Canada, Chile, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Mexico, Panama, Puerto Rico, United States, Uruguay and Venezuela and the Executive Board of the Inter-American Association delegates from Brazil, Cuba, Mexico and Uruguay.

The declaration said the delegates had found nothing to contradict the Association's findings of February 4, that private broadcasting had been virtually taken over by the Peron Government.

The principal section of the declaration read: "Whereas, under the statutes, declaration of principles and code of ethics of our association we are obliged to defend the full liberty of radio dissemination and to point out cases of its total or partial suppression.

"Whereas these sessions have taken place without, despite the opportunities, the true situation that confronts radio in this country having been frankly explained so as to link the forces of Argentine broadcasting with those of all of us toward the realization of our common ideals and principles, the undersigned members of the Board and of the General Assembly of the Inter-American Broadcasting Association

"Resolve that liberty of dissemination as conceived by our Association has been virtually abolished in the Argentine radio."

Eduardo Pelliciari of the Argentine delegation denied the charges, saying:

"Never has an Argentine microphone been used to spread bad feeling with a neighboring country. Never has a syllable been uttered tending to mar brotherhood and cooperation among hemisphere nations. Over our microphones are broadcast only truth and purity."

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ABC ASKS MILLION FOR YEAR'S SPONSORSHIP OF WALTER WINCHELL

The American Broadcasting Company, it is understood, has put an asking price of $1,000,000 on a year's sponsorship of the Walter Winchell weekly program of news commentary. The figure includes the cost of Mr. Winchell's services as well as the cost of fifteen minutes of time on the network at 9 P.M. Sundays. Also included in the over-all figure is the expense of providing a substitute program during the seven weeks per year that Mr. Winchell is on vacation.

Under his contract with the ABC network, Mr. Winchell is guaranteed a minimum compensation of $520,000 per year, or $10,000 per week. In terms of time spent talking on the air, this figure guarantees the columnist aminimum of $666 per minute that he is speaking to the radio audience. His guarantee will be further in-

creased by the difference between this minimum and the amount received by the network after the deduction of operating expenses.

Mr. Winchell and his previous sponsor, Jergen's Lotion, parted company several weeks ago. The ABC chain has made it known that in accepting a new sponsor it would not entertain bids either from a cigarette concern or a soap or cosmetics manufacturer. The restriction is due to the fact that the program offered prior to Mr. Winchell is paid for by a tobacco company and the one following is sponsored by Jergen's.

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MARYLAND PRESS AND RADIO NEWS "GAGS" HIT

Maryland State, Prince George County and Montgomery County Press Associations recently announced the formation of a Maryland-wide Joint Committee to fight proposed restrictions on crime-news reporting.

The particular gag rule, known as Rule 9, which was proposed by the Standing Committee on Rules of the Maryland Court of Appeals, would bar newspapers and radio stations from using crime news after a suspect had been arrested, and would prevent State's attorneys, defense attorneys and persons officially connected with a criminal case from commenting.

A copy of the rule was sent to the officials of the National Association of Broadcasters for possible action in support of a fight against the news gag. The rule would be binding on all Circuit Courts.

On Monday, July 12, the proposed court rules which opponents say would "gag" the press in Maryland were attacked by newsmen over Radio Station WGAY, in Silver Spring, Maryland.

Speakers were Joseph M. Mathias, Bethesda attorney and county newsman, who heads the Joint Committee for the Montgomery and Prince Georges press groups; John W. Coffman, Jr., President of the Montgomery County Press Association and editor of the Takoma Journal, and Philip J. Austensen, President of the Prince Georges County Press Association and Maryland reporter for The Washington Post. The program was conducted by Ernie Tannen, "Community Reporter" for WGAY.

Mr. Mathias told the radio audience that facts of the alleged slayer's confessions, his pictures, news that he led police to recover the death knife and other aspects of the crime were barred to Baltimore newspapers by contempt of court rules in that city, comparing information Washington papers gave readers in the recent capture of the alleged Baltimore slayer of two little girls to that printed by "already shackled" Baltimore papers. Mr. Mathias

Mr. Austensen argued that the right of mothers in Washington and Baltimore to know they need no longer fear the attacker "ranks equally, at least, with the right to a fair trial for the slayer." He expressed doubts that full accounts, as printed in Washington papers would in any way interfere with a fair trial of the accused.

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TREND TOWARD FEWER MAKES OF RADIO SETS; HAVE BEEN NEARLY 800

The immense capital investment required for production of FM radio and television sets is changing the entire character of the radio manufacturing industry, according to H. C. Bonfig, Vice President of Zenith Radio Corporation. Mr. Bonfig spoke at the Mid Year Leadership Conference of the National Electrical Retailers' Association in the Sheraton Hotel, Chicago, yesterda, July 13.

Radio manufacturing, he said, has been a billion dollar business made up of many small and relatively few large manufacturers, but the trend seems to be toward a smaller number of large manufacturers. As an illustration he cited the 788 brands of radio that have been on the market and vanished in the industry's short history.

In the early days, Mr. Bonfig said, radio was an opportunist's business, that "anybody with a few dollars, a circuit diagram, a soldering iron, and a pair of pliers could become a manufacturer." FM and television, however, require such immense facilities for research and production that the day of the fringe operator in radio manufacturing is near an end. As an example he said that Zenith today employs more people in developing and setting up test equipment for television than were employed in the entire factory twenty years ago.

Mr. Bonfig said that the large number of small and sideline manufacturers had led to many unsound merchandising practices, such as dumping, loading dealers with overpriced merchandise and then slashing prices; forcing sale of radio sets on combination deals with other appliances; resorting to various forms of commercial bribery; neglecting to instruct retail salesmen in merchandising features; etc.

Mr. Bonfig asserted that the history of several perennially successful radio manufacturers shows that the radio business can be both stable and profitable, and that those companies which have concentrated on quality and sound merchandising are finding business to be very good today, even though radio sales in general have fallen off.

He said that the changing character of the business must inevitably lead to sounder merchandising and elimination of economic malpractices that have occurred too frequently in the radio industry.

"With AM radio", he continued, "a slipshod manufacturer could get by with poor merchandise. The day when this can be done with FM is nearly gone; and in television the public demands much higher standards from visual entertainment than from sound."

Mr. Bonfig predicted that the radio industry, by virtue of FM and television, is bound to secure a greater share of the consumer's dollar than it has in the past. Although the family budget may remain at a constant figure, he believes that people will generally find ways and means to enjoy all of the new entertainment mediums that radio and television offer.

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RADIO, TELEVISION BROADCASTS COST NETS MILLIONS

The Philadelphia conventions were losing business for the radio and television networks insofar as cost was concerned. According to Variety, they lost $1,000,000 on the GOP Convention alone:

It cost the four major radio networks and the four major television webs well in excess of $1,000,000 to cover the GOP convention. They gave it a total of 120 hours, 34 minutes of aural time and 166 hours, 38 minutes of vodeo time.

Expectation is that by the time the Demo meeting is concluded next month, the overall outlay for coverage by the webs, plus both radio and tele indies, of both conventions, will easily top the $2,000,000 mark, despite the fact that somewhat less time probably will be devoted to the upcoming session.

The scoresheet, by webs:

ABC - total AM time, 31 hours, 30 minutes; TV time, 42 hours, 30 minutes; total cancellations of commercial programs, $25,779.31; cost of AM and tele operations combined, $60,000.

CBS - AM time, 28 hours, 30 minutes; tele time, 39 hours, 15 minutes; AM operating costs, "in excess of " $100,000; TV costs, $15,000; AM cancellations, $155,000; TV cancellations, $6,150.

DuMont - TV time, 34 hours, 35 minutes; commercial time cancelled, six minutes; overall cost of coverage, about $28,000.(Web kept commercial cancellations to a minimum by juggling sponsored shows temporarily.)

Mutual - AM time, 34 hours, 45 minutes; AM cancellations, approximately $25,000; operating costs, $30,000.

NBC - AM time, 25 hours, 49 minutes; TV time, 50 hours, 18 minutes; AM and TV cancellations, $300,000; AM and TV operating costs, between $150,000 and $200,000. (Web estimates operating costs for the two conventions will total $300,000.)

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Television Ran Both GOP And Democratic Conventions
(Robert U. Brown in "Editor and Publisher")

If it can be said that anyone has had a hand in running the National Convention quadrennial circuses in Philadelphia, it has been television that has been master of the shows. This infant in the communications business, still in its swaddling clothes, so appealed to the convention planners that it was given the right of way almost to the exclusion, at least to the detriment of newspaper photographers. The press photographers had to put up a running battle before the convention to preserve some semblance of their rights.

In fact, television had such a hold on the programming that at one point it was seriously being considered by G.O.P. leaders to cancel the Wednesday night session, or to adjourn it early, in favor of the Louis-Walcott fight (later postponed). Radio and television interests having contracts to broadcast the fight did not want to split their small audience between two spectacular shows. They lobbied for all they were worth to get the Republican leaders to help them in their dilemma. It is to the credit of the political

bigwigs that they planned to carry through their program as planned. It would have been a sad commentary on the American political system if such an important event as the nomination of a candidate for President had been allowed to be shoved aside, even for a moment, for a boxing match.

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Barkley Didn't Want To Look Like A Corpse
(Mary Van Rensselaer Thayer in "The Washington Post")

Senator Tom Connally in his long coated black suit, wide brimmed black hat, hurried through the lobby looking like what a Senator's supposed to look like. Upstairs Senator Alben Barkley surrounded by a group of eager sycophants eased through the third-floor corridor shaking hands interminably, fussing humorously about his television appearance, "what shall I wear - they tell me you look like a corpse in a white suit but I've got the finest fitting white suit you ever saw - otherwise I've only got this ittybitty gray striped suit and it looks hot." "Are you going to put on make-up?" we asked. "Sure, - olive oil, purple grease on my lips, everything they have." The Senator sailed on. * * * *

The three women who will address the convention are Miss Frances Perkins, former Secretary of Labor, Mrs. India Edwards and Congresswoman Helen Gahagen Douglas. India Edwards, and presumably the others, have been noting Republican convention effects with an observant eye. Taking no chances on looking like corpses, they'll be made up to suit the screen by a minion of Hollywood disguiser Max Factor. The makeup gent is kept in mysterious purdah in a hotel bedroom from which he emerges only to work his extraordinary facial alchemy. Yep, the Democrats have benefited by their convention predecessors in every way except one.

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TV Saves Democratic Lost Chord Organist
(Meyer Berger in "New York Times")

A few times during the Republican Convention the permanent Chairman grew extra wrinkles because the organist - seated at a console twenty-two feet under the platform - missed cues from the program director. For this convention a television set was installed for the organist. He can tell to the split-second when a soloist is ready. Eric Wilkinson and William Klaiws, who took turns at the keys, said it worked fine.

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Catholic Church radio services have been cancelled because of interference from officials of the Government-controlled National Radio System, the church organ Magyar Kurir announced Tuesday, July 13, according to the United Press. The newspaper said there had been "certain attemptsto limit the church's right in the conduction of its services." It added that the religious programs had been sandwiched between "programs which did not correspond with the dignity of religious programs."

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FCC DENIES USE OF RECORDING DEVICES WITH TELEPHONE SERVICE

At a session of the Federal Communications Commission held at itsoffice in Washington, D.C. on the 12th day of July, 1948:

The Commission, having under consideration the petition filed on June 11, 1948 by Dictaphone Corporation requesting that the Order adopted by the Commission on November 26, 1947 herein, as modified by its Order of May 20, 1948, be further modified so as to provide that the tariff regulations required to be filed by the telephone companies pursuant to said Order of November 26, 1947, as modified, make provision for adequate arrangements for giving warning in connection with any and all listening-in devices which are sold or rented by telephone carriers for listening-in on telephone conversations or which are so usable; and also having under consideration the reply to said petition filed by the Bell System telephone companies;

IT APPEARING, That the matters dealt with by the above orders herein relate to the use, in interstate or foreign message toll telephone service, of electronic and mechanical devices for the recording of telephone conversations, as distinguished from equipment permitting manual recording of or listening-in on telephone conversations;

IT FURTHER APPEARING, That the further modification of said Order of November 26, 1947, requested by the above petition presents questions with respect to non-mechanical and non-automatic devices made available to subscribers by telephone companies and the use of such devices for listening-in on, and the manual recording of telephone conversations; and that, therefore, such questions relate to matters not dealt with by the above orders;

IT FURTHER APPEARING, That the questions presented by the above petition are presently in the process of receiving consideration by the Commission in the light of its letters, dated November 28, 1947, and the replies thereto from the American Telephone and Telegraph Company, on behalf of the Bell System Companies, and the United States Independent Telephone Association, on behalf of the independent telephone companies which are members of that association;

IT IS ORDERED, That the above petition of Dictaphone Corporation is denied.

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HOLLYWOOD TV RADIO CORRESPONDENCE SCHOOL HITS BACK AT FTC

Radio Training Association of America, 5620 Hollywood Blvd., Hollywood, Calif., and its officers filed an answer with the Federal Trade Commission denying charges of misrepresentation in the sale of correspondence courses in radio and television.

The Commission's complaint alleged that the respondents have misrepresented the advantages and benefits which purchasers of the courses could expect to receive and also that the use of the word "Association" in the corporation name of their business is deceptive and misleading.

The answer asserts that any student who has followed the courses of instruction well and has applied himself will have the basic fundamentals, theory and practice that are a necessary prerequisite for one seeking to secure a job as a technician. It denies representing that the mere completion of the course equips one with the necessary qualifications to obtain and hold high-salaried positions in the radio and television industry.

The respondents deny that students completing the course of training are qualified to enter the radio-television field only as apprentices and aver that upon satisfactory completion of their course the student is properly equipped and has the necessary qualifications to demand and obtain a higher salary than that obtainable without such training. They likewise deny the allegations of the complaint that no practical training is given students.

Another allegation denied by the answer is the charge that the use of the word "Association" in the corporate name of the business is deceptive and misleading. The answer joins issue on the allegation that the usage of the word "Association" implies that the enterprise is an organization composed of persons engaged, from an educational standpoint, in giving training in the mechanics of radio and television and as such has some connection with the radio manufacturing and distributing industry.

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"STAND UP TO RUSSIA" - EX. SEN. BURTON K. WHEELER

"We have got to stand up to the Russians in Berlin. If we don't, we've got to get out of Europe. I can't believe that the Russians mean war. I don't think they're prepared for war", Ex. Sen. Burton K. Wheeler, former Chairman of the Senate Interstate Commerce (Radio) Committee, declared upon his return from abroad last week.

Mr. Wheeler said that "some incident may happen in Berlin, or elsewhere that may put us in a war," and added: "We have taken from the Russians much more in the way of provocative acts than we took from even Hitler."

Former Senator Wheeler, arriving from Europe with 937 other passengers on the United States liner "America", declared he had not advocated isolationism, but had believed that the United States should keep out of war unless attacked.

"I'm just as much opposed to getting into a Russian war as I was to getting into the German war or any other war unless we're attacked", he commented. Referring to the situation in Berlin, he said:

Commodore Edward M. Webster, a member of the Federal Communications Commission and an adviser to the United States delegation to the recent International Conference on Safety of Life at Sea, also was a passenger.

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SCISSORS AND PASTE

Tele, A Cop's Best Friend
("Variety")

Television is newest weapon for criminal investigation, Hazel Park's police chief, Milan Plavsic, declares.

A tele broadcast over WWJ-TV was responsible for the arrest Thursday (1) of John Fedricks, 23, of Dayton, O., wanted for questioning in robberies in Oakland and Macomb counties, Plavsic said.

Fedricks had been driving in midget auto races at the Motor City Speedway on the outskirts of Detroit.

Detective Peter Scott and Patrolman John Meek were making routine bar inspections in Hazel Park when they recognized him during a telecast of the races. The arrest followed.

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Porter, Guest On Truman Yacht
(Drew Pearson, "The Washington Post")

There was great excitement aboard the President's yacht on a recent trip down the Potomac when Paul Porter, former FCC and OPA boss, turned up among the guests.

Anxiously, a White House aide asked Truman:

"Who invited him, Mr. President? Paul Porter is a spy for the Eisenhower people. He's a vice chairman of the Americans for Democratic Action, which is all-out for the nomination of Eisenhower."

"Oh, don't worry about Paul", replied Truman impishly. "He's all right. In fact, it's the other way around. He's a spy for me in the Eisenhower camp.

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Television Made Congressman Look Like "Hairless Harry"
(Genevieve Reynolds in "Washington Post")

Prospects of near future televised political stumping have veteran Congressional campaigners in a quandary. Will their images hinder or abet vote getting?

The awesome puzzler arose when good-looking, fair-haired Representative Richard E. Harless of Phoenix appeared on a television program. Dick, who has tossed his sombrero into Arizona's gubernatorial race, discovered to his chagrin that his sandy-colored hair televised bald.

"Do you think I should get a wig or some sort of hair transformer?" he laughingly inquired of television officials, adding, "I don't want my political opponents dubbing me 'Hairless Harless.'"

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TRADE NOTES

John A. Kennedy, of Stations WCHS, Charleston, West Va., and KSDJ, San Diego, Calif., conferred with President Truman at the White House last Monday.

The Washington Television Circulation Committee, representing the three operating stations in the District of Columbia, announced last week that as of July 1, there were 13,750 video sets in Washington.

Station WTOP on Sunday, July 11, was awarded a trophy for "outstanding public service" during the 15th anniversary broadcast of the "Labor News Review with Albert Dennis".

The award was made by a standing testimonial committee representing 175 local labor organizations. It was accepted by Mrs. Hazel Kenyon Markel, WTOP Director of Public Service, Education and Public Relations.

Appointment of Charles Kelly to the post of Program Manager of television station WNBW was announced last Friday. Mr. Kelly, formerly a WNBW staff producer, succeeds Program Manager John Gaunt who leaves Washington to join the production staff of NBC television in Hollywood, California.

Mr. Kelly joined WNBW just prior to the station's opening on June 27, 1947, after serving as assistant to the Manager of WTTG, the Dumont television station in Washington.

F. P. Guthrie, Assistant Vice-President of RCA Communications, Inc., in charge of the Washington office, is vacationing with his family at Rehoboth Beach, Del.

If predictions of Senator Bob Taft (R), of Ohio, come true, it would mean that the Senate Interstate and Foreign Commerce Committee would lose another member. Senator Taft believes Senator Edwin C. Johnson (D), of Colorado, ranking minority member of the Committee, will be defeated.

Two other familiar faces which will be missing will be Senators Wallace White (R), of Maine, and E. H. Moore (R), of Oklahoma, who did not run for re-election.

Alexander Leftwich, Jr., veteran director of radio, stage, screen and television, has been appointed a CBS Television producer-director, effective Monday, July 19.

Mr. Leftwich has been associated with ABC as producer-director, with The Associated Press as Radio Director of its Air Features, and with 20th Century-Fox and Warner Brothers. At ABC he served on the television production staff.

Sales of electric appliances in Washington and two nearby Maryland counties declined sharply in May a s compared with the corresponding month last year.

Television-set sales totaled 1041 during the month as compared with 84 last year, while radio receivers sales amounted to 5,404 against 4,412.

Sales were reported as follows:

	May 1947	May 1948
Radios	4,412	5,404
Radio-phonographs	1,660	749
Television sets	84	1,041
	5 Months 1947	5 Months 1948
Radios	27,539	35,283
Radio-Phonographs	7,724	6,315
Television Sets	971	5,822

The Democrats, according to the United Press, did not take any chances on the appearance of their party leaders before television cameras at their national convention. Hall King, make-up artist, left Hollywood for Philadelphia last week to add glamor where it is needed. He said that at the Republican convention "Governor Dewey of New York looked as if he had a bad case of 5 o'clock shadow because no one prepared him to appear before the cameras."

John J. Moran, formerly Sales Manager of the Accessory Division of Philco Corporation, has just been appointed Special Television Representative. Mr. Moran, who has a background of 24 years of experience in the radio and appliance industry and joined the Philco wholesale organization in Philadelphia in 1936, was promoted in 1944 to General Sales Manager of Philco Distributors, Inc., in Philadelphia.

The American Broadcasting Company has appointed William Dix to handle the sale of political time to the Republican party and Ed Benedict will be in charge of political time sales to the Democratic party, Charles Ayres, Eastern Sales Manager for the network announced last week.

The sales potential inherent in imaginative and dramatic television display is currently undergoing measurement in Philadelphia, where the Gimbel Bros. and John Wanamaker department stores are devoting 31 display windows and 44 RCA Victor television receivers of all types and price categories to a continuous video program for street traffic.

Both demonstrations, which will continue until after the Democratic National Convention, have already attracted record window audiences and increased store traffic and sales of television and radio receivers.

The following communications patents were granted last week:

A patent on secret communication by radio (No. 2,444,750) by Anna Ptacek of New York City. This invention has a radio sender and receiver synchronized to send and receive on a constantly changing wave length permitting the exchange of secret messages and preventing them from being picked up by receivers not operating at the synchronized wave lengths; No. 2,444,484, a facsimile telegraph signal recorder by Raleigh J. Wise of Dunellen and Robert Dl Parrott of West New York, N.J., assignors to the Western Union Telegraph Company.

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Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

Founded in 1924

NATIONAL BROADCASTING CO. INC.
LEGAL DEPARTMENT
RECEIVED
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No. 1834

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July 21, 1948

RADIO, TV, DOOM CREAKY CONVENTIONS; NETWORK LOSS STUDIED

Because of the great development in radio and television coverage, it is believed Congress will do something about streamlining the old-fashioned creaky political conventions. The Republican convention was badly enough drawn out but the Democratic sessions were painful. In both instances, the delay was due to the National Committees having to assure local contributors - hotels, restaurants, etc., - that the conventions would last at least five days and that the voting on the presidential nominations would not begin before Wednesday night or Thursday.

It has even been suggested that the Government itself take over the conventions so they would not have to depend on convention city contributions and thus would be free to conclude their deliberations in the time it actually takes, which might only be a day or two rather than having to stall around almost a week.

As a rule there is great rivalry among the cities for the national conventions and local merchants contribute as high as $100 to $150,000 but there is always the string attached to it that the show must go on for five days so that the boys who contributed could get their money back from the visitors.

Another thing that the National Committees realize must be corrected is the excessive loss to the networks in covering these conventions. Official figures now coming in tend to show they probably may not have lost as much as was first thought but that in any man's money it was plenty. There are those who contend the $1,000,000 estimate made by one of the leading publications as the top red ink figure for the four networks may still not be too high. It will be several weeks before a final report can be made with regard to the radio and television cost of the nation's preliminary campaign fireworks as the conventions of the Southern Democrats and Henry Wallace's boys will yet have to be taken into account.

The National Broadcasting Company's radio and television coverage of the Democratic Convention cost the network a total of $275,000 in rebates to sponsors for cancelled time and talent. Nine hours of major commercial radio programs were cancelled to permit complete convention coverage.

This figure, according to William F. Brooks, NBC Vice-President in Charge of News and International Relations, does not include the cost of engineering installations and other operational expenses involved in the assignment of 200 NBC employees to Philadelphia for the convention.

NBC's rebates for the Republican Convention amounted to $325,000 - thus making a total of $600,000 for the two major national conventions.

NBC devoted 24 hours and 14 minutes of radio time, and 41 hours and 24 minutes of television time, to the Democratic convention coverage.

Columbia's coverage of the Democratic Convention totalled 57 hours and 47 minutes on its radio and television networks. Broadcasting continuously and interspersing its coverage with special programs, CBS-TV devoted 33 hours and 42 minutes to the sessions.

Operation costs for the Philadelphia coverage was approximately $27,000. Sponsored time and program cancellations for the radio network reached the figure of $133,264. An additional $10,000 represented sponsored programs cancelled on television.

The American Broadcasting Company's coverage of the Democratic Convention totaled 20 hours and 40 minutes of radio time, in addition to the extensive television coverage of the convention which ABC provided.

Full operating costs of the network for its radio coverage of the Democratic conclave are placed at approximately $137,000, of which $60,000 represents the cost of facilities and $77,000 the cost of the commercial time cancelled.

Complete over-all figures for total cost and time of ABC's radio coverage of both the GOP and the Democratic conventions indicate that 72 hours and 10 minutes were devoted to broadcasts from the two conventions at a total cost of $222,000, representing operating costs of $120,000 and approximately $102,000 in cost of commercial time cancelled.

Twenty-eight hours of broadcast coverage of the Democratic National Convention brought to sixty-two and three-quarters the total number of broadcast hours devoted by the coast-to-coast Mutual network to its coverage of the 1948 Republican and Democratic nominating sessions. MBS coverage amounted to $100,000 for cancellations and $22,500 for coverage.

Commenting upon television's part in the Democratic Convention, Jack Gould wrote in the New York Times:

". . . Withal, the twelve hours or more of continuous doings at the Democratic Convention in Philadelphia reaffirmed for a second time that video's influence on politics is going to be great indeed. . . . . .

"If television adds to the interest of the exciting convention, it also underscores the inertia and indifference of the delegates at a lethargic conclave such as was staged by the Democrats last week.

"If there had been any doubt that television was going to place an increasing premium on personality in politics, it was removed by the appearance of President Truman shortly after 2 A.M. on Thursday. Appearing in a white suit and dark tie, which perhaps is the best masculine garb for the video cameras, the President's performance was probably his most impressive since assuming office.

"He was relaxed and supremely confident, swaying on the balls of his feet with almost a methodical rhythm. But of chief interest was his new style of delivery which well could become a widely-copied pattern on video. His 'semi-ad lib' format, using a minimum of written notes and relying mostly on extemporaneous remarks, enabled him to endow his address with both spontaneity and change of pace. . . . .

"Individual honors were divided between CBS and the team of NBC and Life Magazine. For straight adult reporting, seasoned with real humor, the CBS trio of Ed Murrow, Quincy Howe and Doug Edwards was very much in a class by itself. Some of Mr. Murrow's ad lib quips were far and away the most amusing words heard all week in Philadelphia, reflecting as they did a good-natured yet perceptive sense of detachment that was truly mature journalism. In a town overrun with eager beavers, the Messrs. Murrow, Howe and Edwards acted as relaxed and seasoned reporters.

"As they did earlier in the case of the Republican conclave, the NBC-Life team afforded the most elaborate coverage. Many of the feature interviews in 'Room 22' were the most enlightening contributions seen on the screen, and the camera work, particularly in the use of full and sustained closeups, was much the best in Philadelphia. For those who missed parts of the proceedings the film recapitulations of NBC and Life also were most useful. . . .

"An NBC-Life interview - with the members of the Vermont delegation - represented in its concept a significant advance in the use of television. Here was the first effort to correlate the proceedings of a political convention with the individual citizen.

"The program explained how the members of the delegation were selected, how they paid their own bills and what their role was to be. If only for a few minutes, it put the convention in a democracy in perspective, showing why the conclave was more than just a 'show in Philadelphia' only to be observed. If television can underscore the individual's participation in the country's affairs, as was done in this case, video's potential contribution to tomorrow truly defies exaggeration."

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FTC WILL PUBLISH MONTHLY ITS CEASE AND DESIST ORDERS

Commencing July 1, 1948, the Federal Trade Commission will publish monthly in pamphlet form its Orders to Cease and Desist together with Findings as to the Facts, Complaint, and syllabi. These orders, etc., will be printed with their permanent pagination and bound volume arrangement. This pamphlet will make available on a current monthly basis the decisions of the Commission. It is not a substitute for the buckram bound volumes of decision.

The first issue of this publication will be available from the Superintendent of Documents, Government Printing Office, in October, 1948, and will include those orders issued during July, 1948. Subsequent issues will be available in succeeding months.

These pamphlets will be sold by the Superintendent of Documents for 25] a single copy, or $2.50 for a domestic subscription for one year, and $3.50 for subscriptions in foreign countries.

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ZENITH SUES SEARS, ROEBUCK CHARGING COBRA ARM IMITATION

Zenith Radio Corporation has filed suit in Federal Court against Sears, Roebuck and Company, International Detrola Corporation, and Colonial Radio Corporation, charging them with unfair competition.

The suit charges Sears, Roebuck and Company with the intent and purpose of unfairly competing with Zenith and imposing upon the public and deceiving it into the belief that certain of its merchandise originates or has some connection with the plaintiff and with the purpose of trading upon the reputation and good will of Zenith copied, imitated and appropriated the design of Zenith's famous Cobra tone arm.

The suit also charges that Sears' actions are calculated to deceive or mislead the purchasing public into the erroneous belief that the phonograph pickup arm sold by Sears, Roebuck is the Cobra manufactured and sold by Zenith, or is in some way sponsored or connected with Zenith, and that Sears Roebuck has at times actually expressly represented to the public that its said phonograph pickup arm is a "Cobra" pickup or tone arm.

The suit also charges that Colonial Radio Corporation and International Detrola Corporation have manufactured and are manufacturing the tone arm offered for sale by Sears, Roebuck and Company and that by so doing, Colonial and International Detrola have contributed to the unfair competition upon which the suit is based.

The suit was filed by Irving Herriott and Charles O. Parker as attorneys for Zenith Radio Corporation.

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NEW TELEVISION TRANSMITTER AND ANTENNA PURCHASED BY WCBS-TV

A new five-kilowatt transmitter and special antenna have been purchased by WCBS-TV which will enable the New York television station of the Columbia Broadcasting System to radiate maximum signal permissible under the Federal Communications Commission regulations.

To the general television audience this means, in non-technical terms, that it will receive better pictures, due to the signal's higher quality; interference will be materially reduced, due to higher signal intensity, and the CBS-TV signal range will be expanded.

CBS-TV headquarters at Grand Central Terminal Building are now undergoing complete reconstruction, with new studios being added and much of the very latest technical equipment already installed there.

According to William B. Lodge, CBS Vice President in Charge of General Engineering, these changes, in tandem with the new transmitter and antenna, will make the station's coverage and quality of service unsurpassed in the metropolitan New York area.

It is expected, he added, that the FCC construction permit will be granted and the new transmitter and antenna installed well before the end of this year.

The new transmitter will be of the latest design capable of delivering a peak power of 5 KW. The antenna will be an array of 16 dipoles mounted on the spire of the Chrysler Building, having a power gain of approximately 4.2. This combination will increase the effective radiated power to several times its present strength.

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RADIO STATIONS CITED FOR CONTEMPT IN BALTIMORE MURDER

Five Baltimore radio stations and a news commentator were cited Tuesday (July 20) for contempt of court for broadcasts involving the knife slaying of Carol Bardwell and Marsha Brill.

The citations, by the Baltimore Supreme bench, are based on a Baltimore court rule in effect since 1939 which restricts the reporting of crime news and photographs of criminal defendants.

Recent proposals that these restrictions be extended throughout the State have been vigorously opposed by Prince Georges and Montgomery County press associations and other groups.

Named in the contempt citations and given until August 16 to answer them were:

The Maryland Broadcasting Co., owners and operators of radio station WITH; James P. Connolly, news editor of WITH; Hearst Radio, Inc., owners and operators of Station WBAL; Baltimore Broadcasting Corp., owners and operators of Station WCBM; Baltimore Radio Show, Inc., owners and operators of Station WFBR; Sidney H. Tinley, owner of Station WSID, in suburban Essex, outside the Baltimore City limits.

The citations are the first of their kind involving radio stations in Baltimore, and are likely to result in an extensive court battle over constitutional rights of newspapers and radio stations, Murrey Marder writes in the Washington Post.

A further test, over the Court's jurisdiction, may develop in the WSID case.

Baltimore Supreme bench rules ban the reporting or broadcasting of any statements an accused person makes after he is arrested, any report or comment on his conduct or his past criminal record, any disclosure of evidence discovered after his arrest, any forecast of the prosecution or defense course of action or any photograph of the accused without his consent.

Also prohibited in a blanket ruling is "the publication of any matter which may prevent a fair trial, improperly influence the court or jury, or tending in any manner to interfere with the administration of justice."

The contempt charge cited the six defendants for broadcasts "embarrassing and obstructing the administration of justice".

No broadcast details were specified in the citations.

The citations did not refer to the Carol Bardwell slaying on June 27, for which Eugene H. James, Baltimore janitor, was indicted for murder by a District grand jury on Monday, but news reports of this case are believed to be a target of the contempt citation.

Baltimore courts have no jurisdiction in the Bardwell case. The only slaying mentioned in the citations is the murder of Marsha Brill, also 11 years old, killed in Baltimore on July 6.

James has been indicted in Baltimore for this murder, and also indicted for the rape-robbery of a Baltimore housewife on June 15. He has pled insanity to these Baltimore charges for which he will face trial there on August 3.

While Washington newspapers, which circulate freely in Baltimore, reported police statementsthat James had confessed to both slayings and reenacted the Brill murder, Baltimore newspapers could not report this. James' attorney later denied the Bardwell confession.

News services in Washington carried reports on James' Bardwell confession to the rest of the Nation, and the broadcast of these reports in Baltimore may be the basis of the contempt citation.

There was no immediate comment yesterday from any of those cited for contempt.

In January, 1947, the A. S. Abell Co., publisher of the Baltimore Sun papers, and Detective Capt. Henry J. Kriss of Baltimore faced contempt charges on the same court rule in a news story of the accidental shooting of a 13-year-old boy by a 15-year-old playmate who hid the body.

All the defendants were acquitted in this contempt case, involving the publication of a statement by the 15-year-old-boy, giving details of the crime. The Sun papers argued there was no obstruction of justice, no intent to commit contempt, and challenged the court rule on constitutional grounds of freedom of the press.

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Beside the page-oners, newspapering's sideshow stars also were going through their act. Until the last night, Clare Booth Luce, convention-columning for United Features, covered sessions "by television" from her air-conditioned hotel room. Finally, in the press arena, she promptly was besieged by autograph seekers. One, an earnest young man, told her, "I'm a Republican, too."

Mrs. Luce smiled back: "That's nice."

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NO RADIO LEGISLATION EXPECTED AT CONGRESS "TURNIP" SESSION

No one seems to expect anything of importance to be accomplished by President Truman's special session of Congress on "Turnip Day" (July 26) in the way of pending radio legislation.

There is a slight possibility that consideration of Senator Wallace H. White, Jr.'s (Republican of Maine) bill which would ban power above 50 KW until an international agreement is reached, split the FCC into two administrative panels, boost the Commissioners' salaries from $10,000 to $15,000 and give FCC program review powers, (Bill S. 1333) might be taken up. The provision to give the Federal Communications Commission program review powers is being contested by the broadcasters. If this bill should be passed by the Senate, it probably wouldn't get very far in the house.

An inquiry is being conducted by a special subcommittee headed by Senator White and comprising Senators White, Charles W. Tobey (Republican of New Hampshire), and Ernest W. McFarland (Democrat, of Arizona. The study deals with both domestic and international matters, broadcasting and non-broadcasting, with emphasis on FCC's licensing and program review activities. The inquiry is not expected to have a full-scale investigation with public hearings, but is believed to be designed more as a guide for future legislation.

There may be some action by Representative Forrest A. Harness' special sub-committee in the House which is investigating the Federal Communications Commission, and which committee has already become active.

Other House bills left over from the second session of Congress are as follows:

H.J. Res. 430, Rep. William Lemke (Republican of North Dakota), directs FCC to assign FM frequencies in the 47-50 mc. range for period of five years at maximum amount of power FM had ever held. No action by House Interstate and Foreign Commerce Committee. No chance.

H.R. 6954, Rep. Lemke, provides broadcasters' right of appeal to courts for reversal of FCC decisions if established appealed decision is or was influenced by or based upon error of scientific or technical fact. In House Commerce Committee. No action taken or expected.

H.R. 3871, Rep. Joseph P. O'Hara (Republican, Minnesota) to strip the Federal Trade Commission of power to issue "cease and desist" orders. House Commerce Committee. No action taken or expected.

H.R. 6373, Rep. Harry R. Sheppard (Democrat, California) to prohibit ownership of stations by networks or manufacturers of radio equipment. House Commerce Committee. No action taken or expected.

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ASCAP HELD GUILTY VIOLATING ANTI-TRUST LAWS IN MOVIE SUIT

Federal Judge Vincent L. Leibell ruled in New York City Tuesday that the American Society of Composers, Authors and Publishers had violated the anti-trust laws by exacting fees from theatres exhibiting motion pictures containing ASCAP music.

His decision was the result of a suit filed in April, 1942, by 164 owners of 200 theatres in the metropolitan area but tried only la st March. The owners asserted that since they already had to pay the motion picture producers for the right to show the films, they were being subjected to a double charge when ASCAP demanded fees in connection with the presentation of itsmusic.

Referring to an attempt by ASCAP in August, 1947, to increase substantially the license fees for exhibitors, Judge Leibell said the plaintiffs had shown that "the power which ASCAP has acquired in violation of the anti-trust laws" was a constant threat that might cause loss or damage to them. For that reason, he added, they were entitled to injunctive relief. But he denied their plea for monetary damages on the ground they had failed to prove they had suffered any.

The jurist said the relief to which the plaintiffs were entitled and which will be included in an injunction to be signed by him later included the restraining of ASCAP and its members from "conspiring with motion picture producers for the purpose of including a clause in the contracts issued by producers to exhibitors, directly or indirectly requiring exhibitors to obtain a license from ASCAP as a condition to the exhibition of pictures."

Judge Leibell said that previously ASCAP had granted to producers only the right to record its music, but had withheld from them the right to perform it publicly or to license exhibitors to do so. In 1923, he continued, the organization reached an agreement with exhibitors throughout the country whereby they agreed to pay ASCAP license fees based on the seating capacity of their theatres.

The jurist asserted that his injunction also will restrain ASCAP members from refusing to grant the producers the performance rights to their music when it is included in pictures and it will bar them from licensing these rights to anyone but the producers.

It also will direct ASCAP to divest itself "of all rights of public performance through the exhibition of motion-picture films, of musical compositions which have been synchronized with motion-picture films and to assign said performance rights to the owners of the copyright."

He also declared that "almost every part of the ASCAP activities in licensing motion picture theatres involve a violation of the anti-trust laws."

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TO HEAR AMERICAN VIEWS ON INTERNATIONAL TELEGRAPH SERVICES

In preparing for the Telegraph and Telephone Conference to be held at Paris in May, 1949, the Federal Communications Commission is seeking the views of all partiesinterested in international telegraph communications, to be considered in formulating proposals for the Paris session.

Accordingly, the Commission has scheduled a hearing, starting August 9, 1948, to obtain expressions by Common Carriers and users of international telegraph services, and of other interested parties, with respect to such charges and services; also what changes, if any, are required in the present International Telegraph Regulations (Cairo Revision, 1938) to make these regulations acceptable to the United States.

Any United States or international government agency can intervene in this proceeding; also any user of international communication who files a notice of intention to do so not later than August 2, 1948.

The following carriers have been made parties to the proceeding: RCA Communications, Inc.; Mackay Radio & Telegraph Co., Inc.; The Commercial Cable Co.; All America Cables & Radio, Inc.; Commercial Pacific Cable Co.; The Western Union Telegraph Co.; Mexican Telegraph Co.; Tropical Radio Telegraph Co.; Press Wireless, Inc.; Globe Wireless, Ltd.; Radiomarine Corp. of America; U.S.-Liberia Radio Corp.; Cable & Wireless (W.I.), Ltd.; The French Telegraph Cable Co.; South Porto Rico Sugar Co., and the American Telephone and Telegraph Co. Summaries of intended presentations by parties will be received up to August 2, 1948.

Commissioners Paul A. Walker and Rosel H. Hyde will preside at the hearing.

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TRANSMITTER EQUIPMENT SALES $40,351,820 IN 1ST 1948 QUARTER

Sales of radio and television equipment, including electron tubes, totalled $40,351,820 during the first quarter of 1948, the Radio Manufacturers' Association reported last week. Almost half of these sales, or $18,053,969, went to the U.S. Government, and $12,875-186 of the Federal purchases were for radar equipment.

Production of Cathode Ray receiving tubes of the type used in TV sets showed the greatest gain over the corresponding period of 1947. First quarter output of 170,430, this year, was more than three times the production of the first quarter of 1947 when 51,214 such tubes were manufactured. Of the 1948 quarterly output, 158,706 went to set equipment manufacturers, 10,742 to users and distributors, 894 to the U.S. Government, and 88 to export.

Sales of transmitting and communications equipment of all types during the first quarter of 1948 fell below the $56 million

total reached in the first quarter of 1947, because of a drop in government procurement from about $40 million to $18 million. Much of the early 1947 government business was completion of wartime orders.

Transmitting equipment sales were about equal during the first quarters of 1948 and 1947. The 1948 quarterly report totalled $6,725,385.

FM transmitting equipment sales by RMA member-companies during the first quarter of this year aggregated $1,615,204 and AM sales in the same category to $667,435. Studio equipment sales for both AM and FM stations amounted to $1,193,060 and antenna equipment for AM and FM stations, excluding towers, to $558,577.

Sales of television transmitting equipment, including studio, transmitter, antenna and associated relays and accompanying receiving apparatus, amounted to $1,682,615. Miscellaneous broadcast transmitting equipment sales added $369,048.

General communications equipment sales, including transmitters, receivers, and transceivers, aggregated $2,878,198 in the first quarter of this year, and marine communications and navigation equipment sales to $1,389,317.

Sales of aviation communications and navigational equipment, including radar aids, totalled $683,101. All types of electron tube sales, including Cathode Ray, accounted for $10,536,935 of the $40 million total for transmitting equipment and accessories.

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CBS BUILDING NEW MT. WILSON TRANSMITTER FOR KTTV, LOS ANGELES

Construction of a new building atop 5,700-foot Mt. Wilson to house the television transmitter of KTTV, Los Angeles, has been started by the Columbia Broadcasting System for lease to the Los Angeles Times-Mirror Company, the station's permitee.

The 30,000-cubic foot, one-story structure, occupying one of the most advantageous transmitter sites in Southern California, will adjoin the frequency modulation transmitter of Columbia-owned station KNX, Hollywood.

Physical integration of the two buildings and the use of glass paneling will afford visitors in the KNX-FM reception room a full view of the KTTV terminal room with its receiver screens and other terminal equipment used for checking the signal as it goes out over the air. From the same vantage point they will also be able to observe the main KTTV transmitter room.

Ground for the new project was broken soon after the Federal Communications Commission granted a request of KTTV for permission to change its transmitter location from Mt. Disappointment to Mt. Wilson.

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WSPD-TV STARTED TELECASTING THIS WEEK

WSPD-TV, Toledo, owned and operated by The Fort Industry Company, of which George B. Storer, is President, on Monday, July 19, started its first telecasting with a ball game. The station, which operates on Channel 13 (210-216 mc.) and which was equipped at a cost of $500,000, has a 555-foot antenna tower in the heart of the city. The station hopes to cover a radius of 45 miles.

By Fall, WSPD-TV hopes to be linked by coaxial cable and radio relays with St. Louis, Chicago, Milwaukee, Detroit, Cleveland, Buffalo and New York.

It is planned to use $30,000 video equipment in covering games of the Toledo Mudhens from Swayne Field. In order to protect the equipment a special platform on the second deck of the stands has been partially enclosed by heat-tempered plate glass through which the cameras will shoot most action. Made by Libbey-Owens-Ford Glass Co., the glass is a plate 4 x 9 feet and one-half inch thick. It provides clear vision and is said to be five to seven times stronger than ordinary plate glass with greater resistance to shocks.

Steve Marvin, who started in video in 1940 at WCBS-TV, New York, is Production Director. Film director is Elaine Phillips, who started in TV in 1943 at WBKB, Chicago and set up and directed the Film Department at WWJ-TV, Detroit. Ashley Dawes is remote Director and Art Director is Jerry Peacock.

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BBC STEPS UP RELAY OF "VOICE" BROADCASTS;BEST TIME GIVEN TO U.N.

A new arrangement with the British Broadcasting Corporation to make the "Voice of America" heard more clearly in Europe was announced last week by the State Department.

BBC started using additional radio transmitters Sunday to relay the United States' official broadcast to most countries on the Continent. Assistant Secretary George V. Allen said the purpose was to "insure a larger listening audience in this vital target area".

"Voice" programs to Europe already are relayed by BBC for three hours a day. Under the new arrangement five additional transmitters will be devoted ultimately to increase this period to nine hours a day.

The American programs also are relayed for eight hours a day through a transmitter at Munich, Germany. Many of these will be duplicated by the BBC. Officials said it had not been decided whether the BBC would relay programs to Russia. They said no new programs would be added for the time being.

Plans are going forward meanwhile for new transmitters in Europe and the Pacific areas, for which Congress voted $4,500,000 in this year's appropriation for the State Department.

The Voice of America is donating one hour of its best radio time for Spanish and Portuguese language broadcasts to Latin America for the United Nations. Five short-wave transmitters - WNRX,WRCA, WCBX, WLWL-1 and WLWL-2 - are made available to the U.N. information office for Latin America programs from 7 to 8 P.M. (EDT).

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GARDNER COWLES SAYS U.S. AND BRITAIN SET FOR REICH SHOWDOWN

Gardner Cowles, the writer of the following dispatch is President of the Cowles Broadcasting Company (WOL), in Washington, D.C., Chairman of the Board of the Minneapolis Star and Tribune Co., President of Look Magazine and of the Des Moines Register and Tribune.

Writing, with a London, July 17 date line, Mr. Cowles says:

"The United States and England have decided on a showdown with Russia to achieve a peace settlement even at the risk of war.

"Their hope is that if we can convince the Kremlin that we are ready to fight, as the only alternative to further appeasement and retreat by us in Eastern Europe, then Russia will decide the time has come for a general peace settlement.

"Top British and American officials have concluded that continuation of the present constant threat and apprehension of war would prevent any real recovery in Western Europe, even with aid under the Marshall Plan.

"Hence the only alternative is to try to force a general peace settlement, setting the boundary of the Soviet sphere of influence at a line we feel we can permanently hold by military, economic and political means.

"Then and only then do our officials feel Western Europe and England can permanently be reconstructed.

"This is the meaning of our present firmness in Berlin. Our officials believe anti-Soviet feeling is rising in Germany, Scandinavia, Czecho-Slovakia and in the Balkans. They feel that this is the strategic time to force a showdown with Russia.

"If the Kremlin is really determined on war it is better to have it now, they reason, than a year or two hence, when Western Europe might be discouraged about recovery and uncertain about American support.

"Both the Labor Government and the Conservative Party in England are united in feeling that any retreat from Berlin would be another Munich, which would so disillusion all Europe as to make it an easy prey for Communist conspiracies.

"Our officials expect to take the Berlin dispute before the United Nations' Assembly soon to get an overwhelming vote approving our position and censoring Russia, hence strengthening our moral position in the eyes of the world opinion.

"The next 90 days may well bring war or the basis of a permanent peace.

"Thirteen top men in the Kremlin will decide which it is to be."

(Released by the Minneapolis Sunday Tribune.)

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SCISSORS AND PASTE

Peron's Radio
("Washington Post")

There is a delightful irony in the condemnation of Argentine radio policy by the Inter-American Broadcasting Association meeting in Buenos Aires. President Peron himself had assured members of his faith in unhampered freedom of the air and opposed "all attempts to restrict it regardless of the ideological pretext that may be adduced." But delegates were not taken in by this whitewash. Reaffirming the finding of the association made in February, representatives of 14 nations went on to sign a declaration stating, among other things, that "liberty of dissemination as conceived by our association has been virtually abolished in the Argentine radio."

In all probability delegates were struck by the inconsistency between Peron's pronouncements and the a ctions of his government. Inconsistency, however, is Peron's middle name. If there is anything that has marked the dictatorial tendencies of the Peron regime, it has been the systematic suppression of opposition thought in both radio and the press. It is worth noting that despite Peron's friendly words, members of the opposition were unable to buy radio time during the political campaigns in February and March of this year. Some details of the kind of velvet intimidation exercised by the government are given in a recent article by Philip Hamburger in the New Yorker. Broadcasters have been cowed into silent submission by the fact that the government controls licenses and can revoke them at will. By the same token, private stations are forced to broadcast gratis daily government "news" programs in which frequent denunciations are made of Peron's enemies. Indeed, so tender is the concern of Peron for the fare of Argentine listeners that recently a popular radio actress suspected of anti-Peron views was forced off the air for using "slang".

Peron's contempt for objectivity was never better demonstrated than in his choice of a delegate to the United Nations Conference on Freedom of Information this Spring. He picked, with consummate gall, the chief Argentine censor! The nose-tweaking administered by the broadcasting association in Peron's own capital was an act of courage that emphasizes the wide gap between his lip service to freedom and the genuine article. The significance of this reaffirmation of principle is that Peron's restrictions are now bucking not only the democratic forces within his own country but also the unified opinion of the hemisphere.

TV Has Made Old Vaudeville Acts More Alive Than Ever
("Parade")

Any adult who was ever in the audience or on the stage of New York's Palace theater during the 1920's would heave a nostalgic sigh while chatting with Edward Sobol, National Broadcasting Company director-producer of the Texaco Star Theater, an hour-long television show patterned after the fast-paced vaudeville shows which were popular years ago.

Ed, Brooklyn born a nd in show business since boyhood, made his "big time" debut in that mecca of all variety artists - the Palace - in the 20's when top billing was being given to such headliners as Jimmy Durante, Sophie Tucker, Bill Robinson, Fred Allen, Willie Howard, Harry Richman and many others.

But the advent of the talking picture closed the Palace as a vaudeville house as it did so many other theaters throughout the country, and the big names went into temporary eclipse. So did vaudeville. So did Ed Sobol. But not for long, relatively speaking.

Ed Sobol in turn became an agent, stage manager, director, and in 1939 joined NBC's television staff. Since that time except for a period when he supervised 16 U.S.O. shows for overseas entertainment, television has been his one interest. He has used it to bring back his first love - vaudeville - to the American public.

The effect of television on other entertainment mediums will vary, Ed claims, but generally will be beneficial.

"Every new entertainment medium creates new interest in others", he says. "As a result of radio broadcasts, attendance at concerts increased. I believe that as a result of television, movie attendance will increase. When we televised parts of a few Broadway shows - somewhat in the manner of movie trailers but a little longer - box office receipts on nearby Broadway went up."

What about television's effect on radio?

"Well", Ed says, "as interest in television goes up interest in radio must go down. But television will need more people as time goes on, artists, engineers, etc., and a great many now in radio will be absorbed by television."

Will vaudeville, because of television, become more popular in the future than it was once?

"I'd rather not speculate on that," Ed replies "but I'll say this: Television will enhance any variety program. In the old days, the intimacy so important to a variety program was lost in large theaters. With television, we can put the act right in the lap of the audience."

"That old chestnut about vaudeville being dead is wrong", he adds happily, "it never has been. But with television it's more alive than ever."

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A Hitch Listen

(Robert G. Fagan in "Reader's Digest")

One morning driving through the Poconos, I picked up a local lad about 15, who was headed "down the road a way." He asked if he could play my radio, quickly turned the dial to Fred Waring's program. Waring's music seemed to send the youngster out of this world, and he leaned back listening in ecstatic silence. Soon as the program ended, he asked to be let out. We were passing through dense woods, and I asked, "But why do you want to be let out in this lonely spot?"

"Well, Mister, it's like this. I like Fred Waring's program. We ain't got any radio in our house, so every morning I get out on the road and when I see a car with an aerial I stick out my thumb - you know the rest. Now I'll hitch a ride back home."

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TRADE NOTES

At the annual meeting of the American Telephone & Telegraph Company recently a stockholder asked the company's new president Leroy A. Wilson what compensation he was to receive. Mr. Wilson replied that his salary was $125,000.

This stockholder asked if the company planned to use television as an advertising medium. Wilson replied that consideration was being given to this but that no immediate plans have been developed.

Admiral Corporation and Subsidiaries - Six months to June 30: Record net earnings of $1,237,297, equal to $1.37 a share, of which $706,887 was earned in second quarter. Net earnings for 1947 half were $854,456 or 97cents a share and $342,995 for June quarter a year ago. Sales reached new high of $27,386,344, an increase of $5,837,558 over first half of 1947.

Telegrams now can be sent to and from radio-telephone equipped automobiles, trains, airplanes, busses and inland waterways boats, Western Union announced Tuesday, June 20. Senders of telegrams to a mobile unit are expected to furnish an approximate address.

July 23, 1948

For release Friday,/

According to the fourth quarterly report made public jointly Friday (July 23) by the Federal Trade Commission and the Securities and Exchange Commission, the net income after taxes of all U.S. manufacturing corporations amounted to $2.6 billion for the fourth quarter of 1947. The figures reported show that the net income after taxes in the fourth quarter was about $130 million more than in the third quarter and about $60 million more than in the second quarter, but was about $100 million less than in the first quarter of 1947. The total net income after taxes for the four quarters of 1947 aggregated $10.1 billion.

The total sales of all manufacturing corporations, according to the report, amounted to $41.2 billion during the fourth quarter of 1947, or about $3.9 billion more than in the preceding quarter. Costs and expenses were estimated at $37 billion, a rise of $3.6 billion over the third quarter. The total sales for the four quarters of 1947 aggregated $150.7 billion. Provision for Federal Income taxes amounted to $1.6 billion in the fourth quarter. The dividends paid in the last quarter of 1947 amounted to $1.4 billion and reflected the usual year-end seasonal influences, being higher than the average of the previous quarters.

Sunday evening, June 25, the one-hour (9-10 P.M.) broadcast is the last of four Watergate concerts in Washington carried by WTOP as a public service, in cooperation with the Board of Trade and the National Symphony. WTOP has donated the time and broadcast facilities, and was active in the initial drive to obtain financial guarantees which made the 1948 Summer symphony season possible. It was the offer by WTOP to broadcast the concerts that set off the finance drive among Board of Trade members that saved the symphony from disbanding for the Summer.

Broadcasting stations have been urged by the Radio News Committee of the National Association of Broadcasters to re-examine periodically their news organizations to continue to improve professional standards and coverage of local news especially.

Meeting at NAB headquarters here, the Committee also voted to continue the NAB radio news clinics, which were begun in Springfield, Ill., in 1945. The clinics are workshop sessions for radio newsmen and management within NAB districts.

Harry R. Lubcke, Don Lee Director of Television, is a guest of the Rotary Club in Stockton, California, today (Wednesday). Following a luncheon, Mr. Lubcke will address the meeting on "Television".

G. E. Gustafson, Zenith Radio Corporation's Vice President in Charge of Engineering, received the President's Medal of Merit July 14 for his contribution to victory in World War II. The medal was presented at a luncheon sponsored by the Chicago Association of Commerce and Industry.

The Medal of Merit is the highest award given civilians by the President of the United States. It was presented to Mr. Gustafson for his war work as chief of Zenith's engineering research, which helped make possible that company's successful production of war material, including the V-T proximity fuse.

Mr. Gustafson worked his way to the vice presidency of Zenith from the post of development engineer, his assignment when he started with that company in 1925. He subsequently became Chief Engineer of the radio station the company then maintained at Mt. Prospect, Ill., later moving back into development work at the factory. In 1934, he was made Chief Engineer in charge of all engineering work, and in 1943 was elected Vice President by the Board of Directors. In the latter two positions, Mr. Gustafson had complete charge of Zenith's engineering work during the war period.

Paul Porter, former FCC and OPA head, has been asked to write a new price-control bill by President Truman, according to Drew Pearson.

An automatic tuning control for radio apparatus (No. 2,444,840) invented by Richard W. May of Cedar Rapids, Iowa, was assigned to the Collins Radio Company of Cedar Rapids, last week.

Among a total of 17 devices, assigned by their inventors to the Federal Telephone and Radio Corporation of New York, were an obstacle detection and communicating system (No. 2,444,452) by Emile Labin of New York City, and a static reducing pulse receiver (No. 2,444,455) by Mr. Labin and Ross B. Hoffman of East Orange, N.J.

The voice of the late Charles P. Steinmetz, one of the greatest of modern mathematicians, turned on floodlights last week in Schenectady, N.Y., on a new fountain dedicated to his memory.

During dedication of the fountain, a gift to Schenectady by the General Elecgric Company, a talk recorded by Mr. Steinmetz more than twenty-five years ago was played over a public address system. The voice, picked up by a microphone, was passed through electronic relays to turn on the fountain's colored floodlights.

Mr. Steinmetz was chief consulting engineer for General Electric at his death on October 26, 1923.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

Founded in 1924

NATIONAL BROADCASTING CO. INC.
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July 28, 1948

BITTERNESS LOOMS IN ARMSTRONG, RCA-FM SUIT; MILLIONS AT STAKE

Although no comment as yet has been forthcoming from the Radio Corporation of America, and the National Broadcasting Company, it is predicted that the suit filed against them in the Delaware U.S. District Court last week by Dr. Edwin H. Armstrong, inventor of FM, charging infringements on five of his frequency modulation system patents, will be one of the most bitterly fought litigations in the history of the broadcasting industry.

In his complaint, Dr. Armstrong, who is Professor of Electricity at Columbia University, alleged that RCA sought to maintain "a monopoly" of the business of granting licenses under radio patents in the United States and "deliberately set out to oppose and impair the value" of his FM patents.

The complaint charged further that RCA refused to take out a license under the inventor's patents and that it "falsely represented" that it had developed a set which did not infringe on his system.

Dr. Armstrong averred in his complaint that his FM invention had made possible a substantial increase in the number of stations in the country, an increase which, he alleged, "threatened to upset the monopolistic control of radio braodcasting in which RCA and NBC participated."

In filing the suit, Dr. Armstrong issued a statement which read in part:

"In 1933, when the basic patents were issued to me covering the invention of the FM system, it was accepted not only by the public but by the best engineers in radio that static, being a natural phenomenon, would, like the poor, always be with us.

"Today, as FM is coming into general use, its listeners know that static is no longer a 'necessary evil' of radio. That fact was spectacularly demonstrated recently, when an ill-timed thunder-storm virtually blanketed out reception by ordinary radio of Mr. Dewey's nomination as a presidential candidate. In many areas along the Eastern seaboard only those people listening on FM radios could actually hear his acceptance speech. Similar electrical disturbances also took place during President Truman's acceptance speech.

"It is a matter of long-standing public record that, immediately upon issuance of my FM patents, comprehensive and exhaustive demonstrations of the new system were carried out for the ablest engineers and the top executives of the Radio Corporation. For a year and a half those demonstrations, using equipment specially constructed for the purpose, located atop the Empire State Building, were made for the benefit of the Radio Corporation and the National Broadcasting

Company. They were given the first opportunity to put the new invention into public use but declined to do so.

"The National Broadcasting Company showed no interest in giving the public the type of superior reception that FM affords and which everyone now accepts as an accomplished reality. It therefore became necessary for me as a private individual, and at a cost of several hundred thousand dollars, to build at Alpine, New Jersey, the FM station whose performance has since set the standards for FM broadcasting throughout the world.

"Even after my station was in regular operation and fully demonstrating that FM could give a superior service, RCA and NBC continued to show a lack of interest in improving the public's radio facilities, and it was left to the small independent broadcasters to carry on in the pioneering of FM.

"Before the outbreak of World War II, many independent broadcasters had seen FM's advantages and had begun to build FM stations. By the outbreak of the war there were some 50 transmitters on the air and half a million receiving sets in the hands of the public. Up to that time, RCA, the leader in the industry, had not furnished the public with a single FM receiver. * * * *

"FM is now in process of displacing the land telegraph lines. The Western Union Telegraph Company is operating a large number of communication channels over FM relays between New York and Philadelphia and has embarked on a nation-wide program of replacing its wire lines with FM radio links.

"Once the success of FM was assured, by the efforts of others than itself, RCA changed its mind about the virtues of FM and not only began manufacturing FM equipment on a large scale but commenced offering to license others to produce an 'RCA brand' of FM.

"Therefore, in protection of my rights and those of my licensees, this suit has been instituted. It will be vigorously prosecuted because RCA's brazen attempt to appropriate my inventions strikes at the very basis of the rights of all inventors and those companies who, under patent laws of the land, are willing to take the risks involved in bringing worthwhile inventions into public use."

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ROCKET-RIDING RADIO UTILIZED

The Navy has developed a tiny, rocket-riding radio transmitter that sends stratospheric data back to the earth from an altitude of more than 71 miles, according to the Washington Times-Herald. The miniature telemetering system has been tested successfully at White Sands, New Mexico, where it was sent aloft in the Navy's sounding rocket, the Aerobee. The rocket has attained a speed of 2,830 miles an hour. During two flights, the transmitter radioed to ground receiving instruments data on cosmic rays, the rocket's performance and information on sunlight and the magnetic field. The transmitter operates on frequency modulation and uses six basic radio channels.

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IRE TECHNICAL ADVISORY COMMITTEE SEEKS TELEVISION DATA

Donald G. Fink, Vice-Chairman of the Joint Technical Advisory Committee of the Institute of Radio Engineers has sent the following letter to Institute members:

"On September 20, 1948, the FCC will hold a hearing, docket 8976, on the utilization of the band of 475-890 megacycles for television broadcasting. The issues to be considered are as follows:

"1. To obtain full information concerning interference to the reception of television stations operating on channels 2 through 13 resulting from adjacent channel operation of other services, from harmonic radiations, and from man-made noise.

"2. To receive such additional data as may be available since the close of previous hearings concerning the propagation characteristics of the band 475 to 890 megacycles.

"3. To obtain full information concerning the state of development of transmitting and receiving equipment for either monochrome or color television broadcasting, or both, capable of operating in the band 475 to 890 megacycles.

"4. To obtain full information concerning any proposals for the utilization of the band 475 to 890 megacycles or any part thereof, for television broadcasting and the standards to be proposed therefor.

"At the request of JTAC, members of the Commission staff have prepared the following list of detailed questions:

"1. What is the present state of development of equipment in the band 470 to 890 megacycles, in regard to

a) transmitters, tubes and components
b) receivers and components
c) antennas, transmission lines and related equipment for transmission and reception?

"2. How much experimental work has been undertaken in television systems in this band, with respect to field operation (transmitter hours operated, number and distribution of receivers, andpropagation tests) and laboratory work (development of receivers, transmitters and tubes)?

"3. What consideration has been given to the costs of television systems for this band, particularly to the reduction of receiver costs, and the transfer of cost burdens to the transmitter?

"4. What areas of service might be expected in this band, based on the following assumptions:

a) a particular system, using one of the following typical bandwidths: 6 megacycles, 13 megacycles, 20 megacycles
b) radiated power, available now and expected to be available, say, 10 years in the future,
c) receiver sensitivity
d) at each of the following typical frequencies: 475 megacycles, 600 megacycles, and 890 megacycles?

"5. What co-channel and adjacent-channel separations would be appropriate under the assumptions made in item 4, above?

"6. How many channels would be available in the band 475-890 megacycles on the assumptions of item 4, above, and how might they be allocated among the 140 metropolitan districts of the United States?

"Any information related to these questions should be communicated directly to the Secretary of the Joint Technical Advisory Committee, Mr. L. G. Cumming, Institute of Radio Engineers, 1 East 79th Street, New York 21, New York."

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FORMER HEAD OF FCC JOINS ABC'S "ON TRIAL" SERIES

James Lawrence Fly, former Chairman of the Federal Communications Commission and General Solicitor of the Tennessee Valley Authority, will take over an assignment as trial lawyer on the ABC radio moot court series, "On Trial", beginning with the broadcast tonight (Wednesday, July 28) at 10:30 P.M. EDT. Mr. Fly will replace Paul Porter, former OPA Administrator and FCC Chairman, who is retiring from private practice.

Mr. Fly will be opposing counsel to John Harlan Amen, eminent "racket-busting" New York attorney and associate trial counsel for the United States at the Nuremberg trials, during a special 16-week series when the ABC radio court is examining the platforms of major political parties. Porter and Amen initiated the series by calling Rep. Emmanuel Celler (D., of New York), and Senator Owen D. Brewster, (R), of Maine, as witnesses to testify on the foreign policy planks of the Republican and Democratic parties.

On Mr. Fly's opening broadcast he and Amen will "try" domestic planks of the Republican and Democratic parties and will call as witnesses, Mary Donlon, delegate-at-large to the Republican convention and India Edwards, Executive Director of the Women's Division of the Democratic National Committee.

Miss Donlon, first Chairman of the New York State Workmen's Compensation Board, was co-manager of the Dewey-for-Governor campaign in 1942. India Edwards, former woman's editor of the Chicago Tribune for more than 20 years, was appointed to the top position in the women's division of the Democratic party this year after beginning her political career as a volunteer in the 1944 presidential campaign.

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FCC ANNOUNCES RADIO AUTHORIZATIONS EXCEED 635,000

More than 635,000 separate radio authorizations, covering stations and operators, were outstanding with the Federal Communications Commission at the close of the fiscal year. This is an increase of nearly 90,000 over the previous year.

Stations in the broadcast services almost hit the 4,000 mark, a gain of more than 400 in the 12-month period.

Stations in the non-broadcast services exceeded 126,000 or more than 14,000 over the previous year. Of the total number, more than 78,000 were amateur stations.

Operator licenses and permits approached 505,000, a net of almost 75,000 over the previous year.

Authorizations in the principal radio categories at the close of business on June 30, 1948, were:

STATIONS

	As of 6/30/47	As of 6/30/48	Increase
Broadcast:			
AM	1,795	2,034	239
FM	918	1,020	102
TV	66	109	43
TV(experimental)	81	124	43
Educational	38	46	8
International	37	37	0
Remote Pickup	583	571	(-12)
Other	33	26	(-7)
Totals	3,551	3,967	416
Non-broadcast:			
Aeronautical	15,843	20,858	5,015
Marine	11,755	15,024	3,269
Public Safety	4,257	4,903	646
Land Transportation	1,792	3,122	1,330
Industrial	1,571	2,855	1,284
Miscellaneous	1,919	1,648	(-271)
Amateur	*75,000	78,434	3,434
Totals	112,137	126,844	14,607
OPERATORS			
Amateur	*80,000	77,923	(-2,077)
Commercial	*325,000	*347,000	*22,000
Aircraft	* 25,000	79,924	54,924
Totals	430,000	504,847	74,847
GRAND TOTALS	545,688	635,558	89,870

* Estimated

The station figures do not represent the actual number of transmitters, since a single authorization can cover a number of associated mobile units. For example, 65 taxis equipped for radio communication may operate under one station authorization.

Year-end figures for mobile units are not available, but an estimate of January 1, 1948 indicated more than 135,000 mobile units associated with services as follows:

Broadcast	755
Aeronautical	20,517
Marine	13,180
Public Safety	38,929
Railroad, Utility, etc.	15,988
Fixed public	94
Experimental	46,216
Total	135,679

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NBC, WASHINGTON, OBSERVES 25 YEARS OF BROADCASTING AUG. 1

Station WRC, owned and operated by the National Broadcasting Company in Washington, D.C., will observe its 25th year of broadcasting service to the Nation's Capital next Sunday, August 1. One of the nation's oldest commercial radio stations, WRC sent on the air a quarter-century ago with only one studio and a staff of eight people, including the porter.

Now, 25 years later, NBC's Washington office has a staff of 173 people connected with NBC network's Washington operations at WRC, WRC-FM and the network's Capital television station WNBW.

Starting in 1923, after an embarrassing opening broadcast in which the first speaker's words were lost because he talked into the back of an old-fashioned microphone, WRC began racking up an impressive list of radio "firsts". In its first month, the station broadcast the memorial rites for President Harding, and in December carried one of the first political broadcasts, a speech by a Senator Magnus Johnson which WRC's early log books describe as "entirely harmless and inoffensive". The station log further notes that WRC participated in the early beginnings of radio networks when it was linked by leased wire to Station WJZ in New York for the first time to carry a broadcast of the Wills-Firpo fight in 1924. Radio's first political commentator, the noted newspaper columnist Frederick William Wile, first broadcast on WRC.

WRC became one of the first stations to cover sports events when arrangements were made for an announcer to station himself at a news ticker in the city room of the old Washington Times, from which he reported the play-by-play events of major league baseball games.

A 1924 political debate on the Volstead Act, in which Senator Arthur Capper of Kansas took part, brought a flood of seven thousand letters from all over the nation to WRC, which was then at

Park Road and 14th Street, N.W., in Washington - a section that is now considered almost a central part of Washington, but which then was considered a fine location "so far out in the country".

In those days before the Federal Communications Commission was appointed to decide on allocations of station broadcast power and frequencies, WRC's signal was heard in every State of the union, in Mexico, Central America and even in England.

Today, broadcasting on a frequency of 980 kilocycles with power of 5,000 watts, WRC brings NBC programs and its own local originations to the 1-1/4 million residents of the District of Columbia and the surrounding metropolitan areas of Virginia and Maryland. WRC, through the NBC Washington newsroom, brings important news and special events from the nation's capital to other stations of the NBC network.

Included in the NBC Washington staff under Vice President Frank M. Russell are 10 staffers who have been with NBC for more than 20 years.

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ASKS COURT TO CLARIFY FCC RULE

A second suit was filed by KPRC, Houston, asking the U. S. District Court at Houston to convene special three-judge tribunal for court test of FCC's WHLS Port Huron decision interpreting law on political broadcasts.

The first suit for a court hearing to set aside the FCC's interpretation of the political-broadcast law was postponed last Thursday to August 2nd by Judge Thomas M. Kennerly of U. S. District Court at Houston, where the suit was filed.

The difference between the two suits is that the second suit asks for a trial by a three-judge statutory court rather than the District Court itself, and seeks to have FCC interpretations set aside instead of declaratory judgment on the subject, and the new suit, which presumably will supersede the original, was regarded as expediting maneuver since decisions of three-judge courts may be appealed straight to the U. S. Supreme Court.

Texas laws make the radio station liable for anything libelous any speaker may say over the station's facilities.

The Federal Communications Commission ruled June 28 in a case involving Station WHLS of Port Huron, Mich., that a station has no right to edit a candidate's speech for libel. The Commission said, in part, "No exception exists in the case of material which is either libelous or might tend to involve the station in an action for damages."

Frank W. Wozencraft, Washington counsel and Jack Binion, Houston attorney, are handling the case for KPRC. Mr. Wozencraft expressed the hope that the three-judge court might hear the case by the end of the month in order to get an interpretation of political-broadcast law as early in campaign season as possible. July 30 seemed a likely hearing date rather than August 2, previous fixed.

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MACKAY CONTENDS ENTITLED TO SAME WORLD-WIDE COVERAGE AS RCA

Mackay Radio and Telegraph Company, through James A. Kennedy attorney, has submitted to the Federal Communications Commission its Proposed Findings and Conclusions re the combined case for circuits to The Netherlands, Portugal and Surinam.

Mackay applied for direct circuits with these countries and some time thereafter the Commission granted Special Temporary Authorizations for 90 days. Operations were commenced with Portugal and Surinam and were very successful for a period of approximately two months. Operations with The Netherlands were not commenced due to their shortage of equipment, but they were about ready when the authorizations to all three points were cancelled by the Commission at the end of the 90 day period. The Commission cancelled these authorizations because the RCA protested against their having been granted to Mackay without a hearing.

So hearings were held and the following are Mackay's proposed findings on the evidence:

"Upon consideration of the entire Record in this proceeding and in the light of the national policy concerning competition between radiotelegraph carriers by means of direct radiotelegraph circuits, we find that Mackay is legally, technically and financially qualified to resume direct radiotelegraph communication between the United States and Surinam, and that:

"(a) The additional telegraph communication facilities between the United States and Surinam, as proposed by Mackay through the operation of a direct radiotelegraph circuit with the Surinam Administration, will serve a public need.

"(b) The telegraph traffic between the United States and Surinam is small but, in view of other considerations, the proposed direct circuit is justified. Moreover, the proposed circuit will provide a route for the handling of traffic with other countries of The Netherlands and the Overseas Territories to which Mackay does not now have satisfactory access and will be a valuable alternate route to points within The Netherlands and the Overseas Territories when needed.

"(c) The capacity of existing telegraph communication facilities between the United States and Surinam is in excess of that required to handle the present and expected volume of telegraph traffic under normal operating conditions.* * * A part of the traffic from the United States to Surinam is handled by means of indirect, combined cable and radio routes and suffers delays and mutilations. The re-establishment of Mackay's direct circuit will make available an improved telegraph service between the United States and Surinam over which will flow at least a portion of the traffic now handled via the indirect routes.

"(d) Mackay's circuit with Surinam will be operated with frequencies presently authorized and by means of existing staff and facilities. The resumption of Mackay by direct communication with Surinam will increase the usefulness and efficiency of Mackay's assigned frequencies and existing facilities and will augment its ability to provide the United States with rapid and efficient communication service.

"(e) Mackay's operation will not require the use of additional frequencies or the purchase of additional plant in order to give adequate service.

"(f) The capacity, transmission qualities and scheduled hours of operation of the circuit with Surinam will enable Mackay to provide rapid, efficient and adequate service.

"(g) The agreement between Mackay and the Surinam Administration, in general, contains provisions normally found in such contracts, and is not contrary to the public interest.

"(h) Mackay proposes to render, as it did during its former operation with Surinam, the standard classes of service at charges presently in effect by all carriers operating with Surinam. Under the agreement the division of tolls (50/50 after deduction of terminal charges and outpayments), accounting and settlements, will be the same as are applied to the RCA direct circuit with Surinam.

"(i) Reestablishment of the Mackay circuit with Surinam will strengthen telegraph competition between the United States and Surinam generally, and between the United States and other parts of The Netherlands and the Overseas Territories. It will restore competition in direct radiotelegraph service between the United States and Surinam in accordance with the national policy and will permit competition for telegraph traffic in the inbound direction from Surinam to the United States, which doesnot now exist.

"(j) The resumption by Mackay of direct radiotelegraph communication with Surinam will be financially advantageous to Mackay, to the communications system of which it is a part and to the United States international telegraph industry as a whole. It will enable Mackay and the AC&R system to operate more efficiently and effectively in the public interest. It will reduce the traffic and revenues otherwise to be expected by Mackay's competitors, but will not endanger the ability of such other carriers to continue rendering a competitive telegraph service between the United States and Surinam."

Mackay's contentions are, generally, that the law and the national policy contemplate competition in international radiotelegraph service, that the public is entitled to competitive routes and that Mackay is entitled to the same world-wide coverage as is RCA.

It is contended that Mackay's opportunity to compete was thwarted by RCA's exclusive contracts until the Department of Justice secured a consent decree against the RCA in 1935 and that Mackay was not entirely relieved of RCA's restrictive contracts until 1942 when the FCC required a waiver of the remaining restrictive provisions.

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CANADA AND U.S. AGREE ON TELEVISION CHANNELS

Canada and the United States have agreed on a distribution of television channels within a 250-mile belt on each side of the border, government officials said Monday, according to the Associated Press.

The agreement will insure that when television stations are started in Canada cities - applications are pending in Toronto and Montreal - they will have certain channels open on which there will be no interference

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RCA LICENSED UNDER SYLVANIA TUBE PATENTS; 1948 NET INCOME

Arrangements have just been completed under which the Radio Corporation of America becomes a licensee under some 200 radio and television tube patents of Sylvania Electric Products, Inc. The license runs for seven years at royalties of three-quarters of 1 per cent, but not exceeding $200,000 in any one year.

Sylvania Electric has for many years been engaged in a program of research resulting in these and other radio, television and lighting patents, and is now engaged in a major expansion program in the field of television equipment to finance which it is making arrangements to sell 200,000 shares of additional common stock.

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Consolidated net income of Sylvania for the second quarter of 1948 was $948,565, equal to 84 cents per share on the 1,006,550 shares of common stock outstanding, after deducting dividends of $1 per share on the $4 cumulative preferred stock. This compares with consolidated net income of $733,635, equal to 63 cents per share earned on the common stock in the second quarter of 1947. For the six months ended June 30, 1948, common stock earnings of $1.90 per share compare with earnings of $1.33 per share for the six months ended June 30, 1947.

Second quarter net sales of $23,662,547 compare with sales of $24,219,586 for the second quarter of 1947. For the six months ended June 30, 1948, sales of $48,210,076 compare with sales of $47,756,365 for the six months ended June 30, 1947.

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COURT TO PASS ON RCA, GE TV PATENTS IN ZENITH SUIT

Judge Leahy of the United States District Court at Wilmington, Delaware, has ruled that the television patents of Radio Corporation of America, General Electric Company, and Western Electric Company must be passed upon by the court in the Zenith Radio Corporation suit against those companies which is pending before him. Zenith brought the suit asking for judgment that the combined broadcast receiver and television patents of the Radio Corporation group are invalid. An effort was made by Radio Corporation of America and the other defendants in the Federal Court to limit the case to their patents on broadcast receivers only, and to eliminate and not try out their television patents. By his decision, Judge Leahy held that not only the defendants' broadcast receiver patents, but also their television patents, must be passed upon by the court as requested by Zenith.

Judge Leahy also held in the same case that the question of the validity of Zenith's patents was not properly involved in the case, and dismissed Radio Corporation of America's request that the court pass upon Zenith's patents.

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AGRICULTURE DEPT. RESEARCH ON TV FOR FARMERS' INFO

The use of television as a means of bringing to farm and city people the benefits of agricultural and home economics research will be the subject of an exploratory study under the Research and Marketing Act, the U. S. Department of Agriculture announced last Monday. With the addition of sight to sound, television offers promise of being a highly effective medium to carry out one of the more important objectives of the Research and Marketing Act to bring to consumers and others information to encourage more effective use, and greater consumption, of agricultural products. The project will be conducted by the Department's Radio Service in cooperation with television networks and stations, State extension services, and other public and private agencies.

One phase of the study will seek to determine what kinds of information and types of programs might be feasible and the adaptability of movies, still pictures, demonstrations, and other educational techniques to television. The most effective use of professional and administrative personnel in effectively reporting to the general public the results of research will also be explored. As television is a relatively expensive process, the cost factor will be given careful watching.

In order to get a reliable guide for better programming, a survey of listener reaction to different types of programs and presentation is contemplated.

Investigations, at first, will concern programs designed for the general television audience which emphasize information useful to consumers. But with the extension of television service and receivers into rural areas the investigations will be conducted on programs of direct service to farm people and to shippers, processors, merchandisers and others whose responsibility it is to distribute efficiently the products of our farms.

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FCC TO PROBE OPERATIONS OF AMERICAN CABLE & RADIO CORP.

The Federal Communications Commission, on its own motion, instituted an investigation into the applicability of Section 314 of the Communications Act to the organization, ownership, control and operations of the American Cable and Radio Corporation, including the common ownership, control and operation of The Commercial Cable Co., Mackay Radio and Telegraph Co., and All America Cables & Radio, Inc.

Hearings in this proceeding are scheduled to start before Commissioner Walker in Washington on October 18, 1948.

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GENE THOMAS RETURNS TO WASHINGTON TO RUN WOR TV STATION

Eugene S. Thomas, former Washington newsman and for many years a resident of the Capital, Tuesday was appointed General Manager of the forthcoming Washington television station - Bamberger's television station WOIC now in Washington. His appointment is effective September 1.

Since 1938, Mr. Thomas has been Sales Manager of radio station WOR in New York. Previously he had lived in Washington 23 years, and had worked on three Washington newspapers.

Mr. Thomas was graduated from Central High School, George Washington University and Harvard University Graduate School of Business Administration. He is President of the Sales Executive Club of New York.

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JOHNSON WINS TOP PLACE ON COLORADO BALLOT

Senator Ed C. Johnson won top place on the Colorado Democratic primary ballot on Monday, July 24. The party's State Assembly gave him 853 votes to 535 for his longtime antagonist, Gene Cervi. Both Cervi and Johnson had enough votes to win places on the primary ballot, insuring a contest.

Mr. Johnson is seeking nomination for a third six-year term in the United States Senate. He is undefeated in a quarter-century of Colorado Democratic politics. Cervi, a former State Chairman, challenged Johnson because the Senator has opposed several New Deal measures.

Senator Johnson, if re-elected might succeed Wallace White as Chairman of the Senate Interstate Commerce (Radio and Communications) Committee if the Democrats win next November. If the Republicans win, he'd continue as ranking minority member. It is understood in Washington that Cervi may give Johnson a hot fight for re-election.

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MBS COVERAGE OF GEN. PERSHING'S BURIAL MADE BY WOL ENGINEER

When Producer Hollis Seavey, Announcer Fred Fiske, and Engineer Art Hallam arrived at Arlington Cemetery Monday, July 19th, to broadcast the ceremonies in connection with the burial of General John J. Pershing, they found that the Telephone Company had installed WOL's lines inside the Arlington Amphitheater - instead of at the scene of the ceremonies, the Tomb of the Unknown Soldier.

With air time only minutes off, Engineer Hallam plugged in extra lines and ran the whole length of the Amphitheater basement stringing line cable over girder connections. He had just completed this task when Seavey took to the air, on cue, to present the program to WOL and the entire Mutual Broadcasting System.

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SCISSORS AND PASTE

Television Sees All
(George Dixon in "Washington Times-Herald")

My social secretary, Mrs. Tabitha Talcott Pratt, came puffing into port today and warped her gross tonnage alongside my desk. Her fat puss was beaming with malice.

"I saw you on television," she giggled."You were scratching your nose."

"I was doing nothing of the sort," I retorted haughtily. "I was very poised and dignified. Whenever I wished to enter the discussion I put up my right hand, as directed, which is more than I can say for at least one of my co-actors."

"I was not talking about that show you did with the Countess Austine Cassini and Lawrence Spivak", replied Mrs. Pratt. "You knew the camera was on you then and you were showing off. This was one time you didn't know you were being televised."

"How could I help knowing it?" I demanded. "They make you put on that lousy, sticky, pancake make-up and then bake you under millions of watts, when all you need is to pour syrup over your head and stick a piece of bacon behind your ear to become a waffle and bacon."

"This wasn't a show", persisted the old Pratt. "You were sitting in the press stand with Gen. Battley and, out of thousands of people, the camera just happened accidentally to pick you out."

"But that is an invasion of privacy," I protested. "My goodness, I might have been doing anything!"

"You were!" giggled Tabby. "First you were scratching your nose; then you began wriggling. What were you wriggling for?"

"My pants were sticking to the chair. The heat had moistened the paint."* * *

My senior naval aide, Machinist's Mate Michelangelo Rembrandt Kelly, said he had been looking at the television too, in the back room of Jack Hunt's raw bar and had seen my unwitting performance.

"You sure didn't realize millions of people were looking at you", he sniggered. "In the first place you looked like hell, ghastly, in fact. You didn't have any make-up on then."

"And you had no suspicion you had an audience. Apparently you did not agree with what the speaker was saying because you pretended to be holding your nose.

"But that wasn't all. Sen. Pepper of Florida came on the stage to make up with the President and you began making silly faces at his back." * * *

Mr. Grover Whitney McKeister, the distinguished legislative consultant, looked thoughtful.

"You know," he observed, "you have brought up a matter which will bear consideration.

"Let me say at the outset that I am not against progress. I grant that television is here to stay. I also concede that it has almost limitless possibilities for entertainment and education.

"To decry against it would be akin to yelling 'Git a horse!' at persons having auto trouble. But it is becoming a serious threat to our constitutionally guaranteed right of privacy."

"I see what you mean," said Miss Reid. "A person like this is doing something he shouldn't be doing and the television camera picks him up. He thinks no one is looking, whereas millions of men, women and kiddies are staring at him."

"Not only that," said Mr. McKeister. "He might be comporting himself properly and still be embarrassed. There might be any number of reasons why he did not want people to know he was at that particular place at that time.

"You mean," said Mr. Clarence W. (Slats) Rafferty, the retired safecracker, "like telling the missus you are going to be tied up all evening robbing a loft, but instead sneak off to a ball game?"

"I guess there's only one solution," murmured Miss Reid. "Assuming that we cannot safeguard ourselves against this invasion of privacy, we must always act from now on as if a television camera were pointed at us."

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Unfinished Testimonial

(Drew Pearson in "The Washington Post")

When Clifford Durr retired from the Federal Communications Commission last month, his fellow Commissioners adopted a resolution praising him for his long and consistent Government service.

Durr, a brother-in-law of Supreme Court Justice Hugo Black, is an Alabama-born liberal who has been a frequent critic of the big networks but who has always fought out in the open - for such things as freedom of speech, freedom of competition and freedom of thought.

When Durr finally rolled up the testimonial his fellow Commissioners gave him and prepared to leave the desk he had occupied so long, there were only five signatures on the testimonial. One space - that of the sixth Commissioner - was blank.

It was to have been signed by Commissioner Robert Jones, the former Republican Congressman from Lima, Ohio.

All other Republican Commissioners gladly signed Durr's testimonial. But not the man who was elected to Congress with the support of Gerald L. K. Smith.

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Giveaway Pays Because It Pulls Huge Audiences

(Wayne Oliver in A.P. report)

The radio giveaway bandwagon rolls on, with indications it will continue unchecked until the public has had enough.

The rash of giveaways seems to boil down to this: Most of the programs that pay off to contestants also pay off in large audiences - and that's what sponsors are after.

There has been some speculation that the new broadcasting code put into effect by the industry July 1 might curb the giveaway trend. It has a provision saying broadcasters should avoid programs "designed to buy" the radio audience, by requiring it to listen in hope of reward, rather than for quality of entertainment."

The four major network officials are reviewing their giveaway programs. However, network officials take the position that most if not all of their giveaway programs are entertaining and would be good shows without the prizes at stake.

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TRADE NOTES

WSPD-TV, Toledo, owned by the Fort Industry Company, has signed as an NBC television affiliate. The station went on the air July 21st. It will become interconnected with NBC Midwest video network September 20th.

Owen D. Young was elected to the Board of Directors of the American Broadcasting Co. at a meeting in New York Tuesday, increasing the Board's membership to eight.

One of radio's pioneers, Mr. Young was the first Chairman of the Board of the Radio Corporation of America. He also is a former Board Chairman of General Electric and still is Honorary Chairman.

Basil P. Cooper has been appointed Hearing Examiner, the Federal Communications Commission announced last week. Mr. Cooper has been with the legal staff of the FCC since 1935, serving in both the common carrier and broadcast fields.

Anna Roosevelt Boettiger has sold the Arizona Times to a group of Phoenix men, headed by Columbus Giragi, long-time Arizona publisher and editor, for an undisclosed amount. Mr. Giragi announced that he would take over the newspaper as publisher and editor.

The Times was founded May 2, 1947 by Anna Boettiger and her husband but the latter withdrew as an active member of the organization several months ago.

French Broadcasting System (Radiodiffusion Francaise) has opened new offices at 943 Fifth Avenue, New York, New York.

The Kaiser-Frazer Sales Corp. will be the sponsors of Walter Winchell's Sunday evening broadcasts beginning January 2,1949. A two-year contract was signed, and the complete facilities of the American Broadcasting Company will be used.

It was reported by the United Press that Mr. Winchell's fee for two years will be $1,350,000 - about $1,000 a minute during the time he is on the air, namely his old time 9 to 9:15 P.M. EST on Sunday nights.

William H. Weintraub & Co., Inc., of New York is the advertising agency that negotiated the Winchell contract in behalf of the Kaiser-Frazer Sales Corporation.

Doug Mitchell and Charles Warren have been appointed to the announcing staff of Radio Station WOL, it has been announced by Lansing Lindquist, Program Director for that station.

Mr. Mitchell was formerly associated with KOH, Reno, Nevada, while Mr. Warren comes direct to WOL from the announcing staff of Station WQQW, Washington, D. C.

More than 11,200,000 radio receiving licenses are in force in Britain, according to the General Post Office. These include 49,200 television licenses.

Appointment of James M. Skinner, Jr., as Vice-President, Service and Parts Division of Philco Corporation was announced Tuesday by James H. Carmine, Vice President, Distribution.

In this new position, Mr. Skinner will direct the nationwide Philco service organization and also be in charge of all parts sales.

When WJZ-TV, key station of American Broadcasting Company television, goes on the air Tuesday, August 10, it will have commercial commitments totaling more than half a million dollars, it has been announced by Murray B. Grabhorn, ABC's Vice-President in charge of owned and operated stations.

Musicians Union yesterday (Tuesday) called off a strike set for next Sunday against the government-owned British Broadcasting Co. The strike would have forced the BBC to cut its air time almost in half. The Ministry of Labor announced an agreement to arbitrate a pay dispute.

The Federal Trade Commission has announced a hearing for Friday, July 30 at 10 A.M. (DST), in Room 332, Federal Trade Commission Building, Washington, D. C. The charge is misrepresentation of the quality and performance of radio tube testing instruments.

A conference on electronic instrumentation in nucleonics and medicine sponsored jointly by the American Institute of Electrical Engineers and the Institute of Radio Engineers was announced last Saturday by Virgil M. Graham, Publicity Chairman of the Conference Committee and Director of Technical Relations for Sylvania Electric Products, Inc.

The conference, under joint chairmanship of Dr. R. E. Lapp of the Institute of Radio Engineers and Dr. J. J. Smith of the Institute of Radio Engineers, will be held at The Engineering Societies Building,29 West 39th Street, New York, November 29, 30 and December 1.

The State Department said Tuesday night that "The Voice of America" was broadcasting accounts of President Truman's address to Congress on all of its 22 foreign-language programs.

Emphasis was being placed on the President's request for approval of the International Wheat Agreement, the $65,000,000 loan for the United Nations headquarters, and broadening of legislation admitting displaced persons to this country.

The broadcasts also cover rebuttal from Republican sources, officials said.

The Baltimore City Circuit Court on Monday was asked whether television comes within the legal definition of a radio broadcast.

Arena Realty Corporation, New York, in an injunction suit filed by the Century Athletic Club, contended that a telecast is not a broadcast.

The club, which promotes fights in a building owned by Arena Realty, contends that television is just a development of radio broadcasting. The vlub's suit seeks the right to have its fight programs televised. The court reserved decision.

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Radio — Television — FM — Communications

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Robert D. Heinl, *Editor*

Founded in 1924

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LEGAL DEPARTMENT
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August 4, 1948

BALT. PRESS, RADIO GAG DOOMED BY DEADLY ANTI-CENSOR WHACK

Although one newspaper, the Baltimore American and the Baltimore News-Post, Hearst publications operating Station WBAL again toed the mark in the Baltimore press and radio gag threat in a murder which occurred last Saturday night, the Baltimore Sun-papers (Station WMAR) shot the works. In the meantime, the anti-censorship forces have been receiving help from all over the country. In the meantime, the anti-censorship forces have been receiving help from all over the country - the National Association of Broadcasters, the American Newspaper Publishers' Association, the American Civil Liberties Union, with James L. Fly, former FCC Chairman as No. 1 defender, the Washington Newspaper Guild, and the latest group to come to the rescue is the Maryland Press Association.

Consensus of opinion in the Baltimore-Washington are is that the whole thing will have proven to be a tempest in a teapot and when the case gets to the Supreme Court, as it surely will, the Baltimore press and radio gag will be thoroughly beaten and probably never heard of again.

At the moment, however, the pot is boiling angrily and the fresh outbreak this week-end is causing all kinds of excitement.

The News-Post, on the advice of a Baltimore judge, deleted key sections of a front-page crime story.

Victim of the Baltimore Supreme Court rules this time was the News-Post which sought judicial light on its right to publish certain statements made by the accused fiance, Duncan Livingston, Jr. in connection with the strangling of his sweetheart, Shirley Will. Livingston also had attempted to kill himself.

The Baltimore Evening Sun, risking contempt of court citation under Baltimore's rigid press censorship rules, printed those facts the News-Post had explained in parentheses could not be printed.

Early editions of both Baltimore papers printed all the details their newsmen and photographers could gather on the assumption the crime was committed outside of Baltimore.

Then the critically wounded man was reported to have given police a second statement, disclosing that he had strangled his girl friend "on Erdman Ave. and Sinclair Lane" in Baltimore. That brought the crime under jurisdiction of Baltimore police and the Baltimore Supreme Bench's so-called "gag rule" of censorship.

Editors of the News-Post sought opinion of Associate Justice John T. Tucker, Baltimore Supreme Court, who, they said, "informally" interpreted his court's rules on crime news censorship. He ruled out as "unprintable" the reports of a confession, police statements in the case and on-the-scene pictures showing the death car and other items which might be used in court trial.

Admittedly frustrated, editors of the News-Post resorted to deleting the censored portions of their story, inserting in their stead:

("Publication of what the man said is barred under the rule of the Supreme Bench of Baltimore governing the publication of news in criminal cases.")

The News-Post editors said they yanked out early edition pictures showing the death car, and one of a policeman examining the wounded man's necktie and revolver. They were permitted to continue to run a picture of the dead girl "because it was obtained from her family and without cooperation of the police."

The Baltimore Evening Sun continued to print its picture of the death car.

Later, an editor of the News-Post, declared: "The Sun played it smart by playing dumb. They didn't seek any judge's opinion. That's why they continued to print the full story."

The interest of the Civil Liberties Union and the calling of Mr. Fly as counsel was to protest the previous contempt citations against five Baltimore radio stations which grew out of the Eugene H. James case involving the murders of Marsha Brill and Carol Bardwell - as representing "an abridgment of freedom of speech and press."

The five radio stations and a Baltimore newscaster were cited for broadcasts, not yet disclosed in detail, allegedly in violation of a Baltimore court rule prohibiting disclosure of statements an accused makes after his arrest, and restricting other crime news. James reportedly confessed murdering Marsha Brill in Baltimore July 6, and killing the Bardwell girl in Washington June 27. Cited were Stations WITH, WBAL, WCBM, and WFBR of Baltimore; WSID, Essex, Md., and James Connolly, news editor of WITH.

"The radio stations are violating no provision of the Federal Communications Act", an FCC spokesman said last week by way of advance turn-down to any possible suggestion by the State of Maryland or the Supreme Branch of Baltimore Courts that the Federal Government aid enforcement of press gag rules of the "Free State".

The way is still open for the State or the complaining judges (two of them signed the contempt citation) to appear before FCC when the station licenses come up for renewal and object on the theory that the broadcasters have not operated "in the public interest" because they aired the forbidden material. That opportunity is afforded anyone with a complaint whether it be valid, superficial, or imagined, it was pointed out.

Date for the hearing for the radio stations has been set down for October 1st.

The court rules, established by the Baltimore Supreme Bench in 1939, forbid broadcast or publication of statements an

accused man makes after his arrest. It is also deemed improper to comment on a prisoner's conduct to tell what evidence the police have discovered or to discuss the accused man's past criminal record. The prisoner's picture, taken while in custody, may not be printed without his consent, under the court rules.

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PRESENT TV SETS CALLED "OBSOLETE"; ZENITH TO MAKE FALL DEBUT

"Zenith Radio Corporation will begin making deliveries this Fall of television receivers that will be new, novel and different", Commander E. F. McDonald, Jr., President, told stockholders at their annual meeting last week in Chicago.

"Every television receiver on the market today is obsolete. What the public does not understand is that only a handful of frequencies are now in use. There are only 12 television channels in the entire United States for television broadcast. In contrast", Commander McDonald said, "on AM broadcasting there are 105 channels and on FM broadcasting there are 100 channels. In other words, radio has 205 channels, whereas present television has only 12. A meeting has been called by the FCC for September to consider opening the upper television bands which can add 50 or 60 channels to present television and make television a national service."

It is generally conceded that a national service cannot be built on the present 12 channels. Present television receivers that have been and are being sold to the public do not and will not receive the new channels. Therefore, any television sets that have been purchased to date will be obsolete.

"Zenith has been conducting extensive research since 1931 on television. Production of television receivers was begun in 1937. Since that time we have built hundreds of sets that have been used for experimental testing and development purposes. All new Zenith models will have provisions for phonevision and the new television channels can be added when they are available."

Mr. McDonald also said that phonevision is a solution, in Zenith's opinion, of the economic problems that exist in television broadcasting. "We have been saying for years what those in the television broadcasting field now realize - that television is still economically unsound. Phonevision will solve this problem by permitting first run movies in the home. The public is now thoroughly dissatisfied with present programming. Advertisers don't have the money to support the kind of television programs the public desire. With phonevision, consumer acceptance will make it possible to sell television receivers by the millions. It will only be necessary for the owner of a television set equipped with phonevision to pick up the phone and to see in his home a full length, new feature movie for about a dollar, which will be billed on the regular telephone bill at the end of the month."

It is felt at this time that Zenith will need additional facilities to accommodate mass production of television receivers.

Commander McDonald also pointed out that after a complete survey of the television patent picture by Zenith engineers and patent counsel which indicated that the controlling basic television patents other than Zenith are Farnsworth patents, arrangements were completed and paid up rights were purchased to all television, radio and record changer patents and developments of the Farnsworth Corporation now existing or that may be developed, through 1954.

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MITCHELL SOON OUT AT CBS, LANDS IN CLOVER IN NAB

It isn't often that things work out that way, but when it looked darkest for Maurice B. Mitchell at the possibility of losing out as General Manager of WTOP, CBS station in Washington, that he should land on both feet in one of the best radio jobs in the country.

Mr. Mitchell was last week appointed Director of the National Association of Broadcasters' Department of Broadcast Advertising, a place he will surely make hum. He succeeds Frank E. Pellegrin, who resigned to take over operation of KSTL in St. Louis.

Mr. Mitchell as 32 is one of the youngest station managers in the country. He was boosted to the top spot at WTOP six months ago when Carl Burkland, then Manager, was named General Sales Manager of CBS Radio Sales in New York. At the time Mr. Mitchell had just completed seven days as a salesman for Radio Sales in New York when he was brought back to Washington to replace Mr. Burkland.

With the purchase of control of WTOP by the Washington Post, now awaiting FCC approval, John S. Hayes, General Manager of the Post's WINX, will become WTOP Manager. Mr. Mitchell had been importuned by CBS to return to New York headquarters in a television sales capacity.

Before assuming the managership, Mr. Mitchell had served two years (1946-1948) as WTOP Sales Manager and the year previous to that as press and sales promotion manager of the station.

During the war Mr. Mitchell served in the Army's Armored Command as an expert in tank-infantry communications. He received a spinal injury and was mustered out.

His experience before the war was mostly on newspapers. Some of the positions he held were national sales and sales promotion manager for the Rochester Times-Union; Advertising Manager of the Gannett newspaper in Ogdensburg, N.Y.; head of the Gouverneur, N.Y. Tribune Press, for which he received a New York Press Association award for the best written weekly and a national NEA award for advertising excellence.

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NO REQUESTS FOR MACKAY PORTUGAL CIRCUITS, RCA CONTENDS

RCA Communications, Inc., through its attorneys David C. Adams, Howard R. Hawkins, Gustav B. Margraf and Richard W. Cutler, has filed with the Federal Communications Commission its Proposed Findings of Fact and Conclusions, covering application of the Mackay Radio and Telegraph Company, Inc., to parallel the existing circuits of RCA to Portugal, Surinam and The Netherlands.

In addition to its Proposed Findings, RCA submitted a brief of legal citations largely directed to the point that instead of increasing competition by paralleling RCA's circuits, Mackay and its affiliated companies have violated the provisions of Section 314 of the Communications Act by eliminating competition between cable and radio companies. A similar charge against Mackay was recently made by the American Communication Association in a brief filed with the Commission, and the Commission has set this phase of the matter down for a separate hearing to begin on October 18.

RCA's conclusions in the Portugal and Surinam case are as follows:

1. Mackay has the burden of proof of showing that a grant of its applications would serve public interest, convenience or necessity. No such showing has been made in this proceeding. Existing facilities for serving each of the points in issue are more than adequate to meet public need, and no users have requested establishment of the circuits by Mackay. The service proposed by Mackay would not be superior to the service at present available, and in various respects it would be inferior to the service now provided by RCA. Moreover, with reference to the proposed circuit with Portugal, Mackay's operation would tend to degrade the efficiency of service now rendered by RCA. There has been no complaint from the public regarding the adequacy or efficiency of the existing service. Mackay would offer no more comprehensive service than is now available with the points in issue. Thus, there is no evidence that a grant of the applications would benefit the public.

2. Establishment and operation by Mackay of the proposed circuits would not generate new traffic, but would redistribute existing traffic among the carriers in a way which would injure the United States communication system as a whole, and thus diminish its ability to serve the public. If the applications are granted, Mackay's operating expenses would be increased and it would have to place additional plant in service. The expenses and investment of the other carriers, however, would not be reduced as a result of granting these applications, and consequently such a grant would place an unnecessary economic burden upon the United States communication system and upon the public, without any resulting improvement in service or reduction in rates.

3. Moreover, a grant of the applications will result in a substantial diversion of outbound traffic to Mackay from its cable affiliates, Commercial and All America. If these cable carriers continued to send to Portugal and The Netherlands their traffic which

is to be diverted to Mackay, they would obtain a larger participation in the tolls from this traffic than Mackay will obtain. The diversion will thus cause AC&R to suffer a substantial loss in revenue and the amount lost will accrue to the foreign administrations involved. However, because of this diversion of outbound cable traffic to Mackay, the foreign administrations in Portugal and The Netherlands will be required, by contractual arrangements with AC&R to divert inbound radio traffic from RCA to Mackay. This will offset the loss to AC&R, but it will not offset any of the loss to the United States communication system as a whole. A grant of the applications will therefore have two inevitable economic effects; it will impose an additional financial burden upon the United States communication system for handling the same volume of traffic; and it will divert substantial revenues from United States carriers to foreign carriers. Under these circumstances, a grant of the applications would be opposed to public interest, convenience or necessity.

4. So far as the individual carriers are concerned, a grant of the applications would result in substantial economic injury to Commercial, All America, RCA, and Western Union. There is no evidence, however, that such a grant will necessarily be financially advantageous either to AC&R or to Mackay. The inevitable result of the grant will be the withdrawal, in whole or in part, of AC&R's cable components from service with the points in issue. With respect to the financial effects on AC&R, it is clear that the operating revenues of its cable components will be reduced, without any consequent reductions in their costs or investment; and it is also clear that the operating expenses and investment of AC&R's radio component will be increased. With respect to Mackay, the record shows that as the number of its circuits and the volume of its traffic have increased, its cost per word of traffic handled has also increased. It is reasonable to believe that operation by Mackay of three additional duplicate circuits will result in a continuation of this trend. All of these considerations confirm the conclusion that the grant of the applications would be opposed to public interest, convenience or necessity.

5. This conclusion is fortified by consideration of the precarious economic condition of the international telegraph industry. In the light of this condition, action by the Commission which would place additional burdens on the industry and result in a diversion of revenues to foreign systems would increase the likelihood that further rate increases will be required. The public should not be forced to pay more for the same service merely to improve the competitive position of one of the carriers in the field.

6. There is now active competition in international telegraph operations, both on a world-wide basis, and for traffic with the points in issue. In addition, while the total volume of international telegraph traffic is declining, the international telegraph industry as a whole must compete with an expanding air mail and radiotelephone service for public patronage. If the present applications are granted, Mackay would receive a substantial portion of its outbound traffic, not on the basis of competition, but as an outright gift from its cable affiliates; and in the case of Portugal, and The Netherlands, it would obtain a substantial portion of its inbound traffic, not by competing with other carriers, but as a

necessary consequence of the gift to it of outbound cable traffic. Because of these facts, it would be extremely difficult for an independent radio carrier such as RCA to compete with Mackay, which is operated as part of a cable-radio combination. In the light of all of the foregoing, a grant of the applications would not increase competition in any way which would be beneficial to the public.

7. If the applications are granted, Mackay's operation of its radio stations for communicating with Portugal, Surinam, and The Netherlands would be under the control of persons engaged directly and indirectly in the business of transmitting and receiving for hire messages by cable between the United States and foreign countries. The effect of these operations, under such cable control, will be substantially to lessen competition within the meaning of Section 314 of the Communications Act. The operations proposed in the applications herein would thus violate Section 314. The Commission must conclude that for this further reason, a grant of the applications would be opposed to public interest, convenience and necessity.

8. The foregoing considerations apply equally to Mackay's operation of direct circuits with Portugal, Surinam, and The Netherlands, and to its operation of a circuit with The Netherlands via a relay station at Tangier. For all of the reasons set forth above, public interest, convenience and necessity would not be served by a grant of Mackay's applications to communicate directly with Portugal, Surinam and The Netherlands, or by a grant of its application to communicate with The Netherlands via Tangier, and all of such applications should be denied.

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WJZ-TV DEBUT TO RECREATE FAMOUS PALACE VAUDEVILLE THEATRE

A big feature of the opening of the New York WJZ-television station next Tuesday, August 10, will sponsor a jubilant resurrection for a night of Broadway's famous old "big time" Palace Vaudeville Theatre.

In a gala all-star television show, Station WJZ-TV will bring to the stage of the historic playhouse many of the greatest names in show business, most of whom "played the Palace" in vaudeville's heyday, including Ray Bolger as emcee, James Barton, Buck and Bubbles, Carlton Emmy, Beatrice Lillie, Ella Logan, Mary Raye and Naldi, Pat Rooney, Sr., Willie West and McGinty, and Paul Whiteman. As a crowning piece of nostalgia, the pit orchestra that night will be led by Jules Lenzburg, who conducted in that same spot during the quarter of a century when vaudeville at the Palace as at the peak of its popularity.

Prepared in conjunction with the Mayor's Committee for the Commemoration of the Golden Anniversary of the City of New York, the station's first evening on the air will include a parade and dancing party on Broadway and a vaudeville show at the Palace Theatre, which for the one night will dispense with motion pictures and recapture its old glory in the world of variety.

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"IVORY TOWER MUST MAKE WAY FOR RADIO TOWER" - EDUCATORS TOLD

Wayne Coy, Chairman of the Federal Communications Commission, Hoosier ex-New Dealer, told the Second Annual Conference on Radio in Education at Indiana University, Bloomington, Indiana, to speed up and energize classroom work "with your own broadcasting station". "And use the station to share your specialized knowledge", the FCC Chairman declared, "your teaching skill with the thousands and the millions beyond your campus. End your isolation from the main stream of the life of your community and your nation. That is the way to leadership in modern America for education and educators.

"This is the road to that greater equality in education that has ever been one of America's brightest dreams. A radio-minded public and a radio-minded generation of students await the radio-minded educator.

"An increasing number of colleges are now offering radio courses and holding conferences on radio techniques. While this is all to the good, I would like to see more aggressive action toward establishment of educational stations. Otherwise, I think that many of you will find yourselves hanging your clothes on a hickory stick but never being able to get in the swim. The building of a radio station rates your No. 1 priority.

"The Ordinance of 1787 governing the Northwest Territory out of which Indiana was created, one of the most enlightened acts of its kind ever written, provided that schools and the means of education should be forever encouraged. We would not be true to the high hopes of these founders if we did not encourage this new means of education.

"I realize that it is presumptuous to suggest a new task to the nation's educators who are already struggling so magnificently with their Gargantuan post-war burden. However, we all know the truth of the old saying: 'If you want something done, ask a busy man.'

"Also, I would be derelict in my duty if I did not warn you that the FM radio channels now reserved cannot be held in idleness indefinitely. At the risk of being todious I must plead that the professor not become absent-minded regarding radio.

"Education's pedestrian pace is an anachronism in a supersonic age. We should have State-wide, regional and nation-wide educational networks. We should have far-flung radio colleges with the faculties composed of the cream of our teaching staffs.

"Radio, fully and competently used, should put American education 25 years ahead of its present timetable.

"I also wish to offer my assurance that the Federal Communications Commission will do everything in its power to help you take educational broadcasting out of the dream stage and makt it an actuality.

"We are living in a time of danger. We are today confronted with a new penalty for mass ignorance, for bumbling and fumbling. That penalty is extermination. The atom bomb is the death's head at our table.

"We can take small comfort from Professor Toynbee's reminder that 21 other civilizations have in turn preceded us into oblivion. We can take small comfort from his speculation that in the event of

an atomic war, the only survivors will be the African Pygmies or the higher insects. And while we go about our daily tasks hoping against hope that the bomb won't go off, we are confronted by the other horn of our dilemma -- the use of atomic energy for peacetime purposes.

"All this staggering responsibility falls upon a people that in the simpler days of the gasoline engine and the electric dynamo could not educate effectively enough to save our economy from the worst industrial depression in history. This burden falls upon a people that could not educate effectively enough to organize for peace and thereby save the world from the most devastating war in history.

"Preparing this nation for peace or war makes new demands on the boldness, imagination and vision of the American educator. May the mighty mechanism of radio broadcasting be employed to make our education more effective in the future.

"May American education with the help of radio at length come into its own."

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DECCA PHONOGRAPH RECORDS FIRM FACES SUIT AS MONOPOLY

The Government filed a civil anti-trust action Tuesday (August 3) in Federal District Court against the American and British makers of Decca phonograph records.

In Washington, Attorney General Clark said the action charges Decca Records, Inc., American maker, and Decca Records Co., Ltd., British manufacturer, "with engaging in a conspiracy and cartel agreement restraining the sale and distribution of commercial phonograph records in violation of the anti-trust laws."

Milton Rackmil, Executive Vice-President of Decca, said in New York the company would have no comment until the Government formally notifies Decca of the action.

The Government's complaint charged American Decca conspired to divide world markets with British Decca and electrical and musical industries. The latter, a British corporation, was named co-conspirator but not a defendant. American Decca formerly was affiliated with British Decca by stock ownership, the complaint stated, but this relationship was ended in 1943.

Assistant Attorney General Hubert A. Bergson, in charge of anti-trust cases, said in Washington that as a result of conspiracy alleged in the case the export of American records to Europe and South America had been seriously restrained.

"The British companieshave also been excluded from selling their records in the United States except under conditions designed to prevent them from competing with the American company", he added.

"There is today a great public demand for phonograph records. In 1947 the sales at retail in the United States alone amounted to more than 190 million dollars.

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For Release Thursday, Aug. 5, 1948

TV BOOMS BEYOND EXPECTATIONS, FOLSOM, RCA VICTOR EXECUTIVE, SAYS

Television has boomed beyond the expectations of even the most optimistic leaders in the industry, according to Frank M. Folson, Executive Vice President of the Radio Corporation of America, with the result that by the end of this year the industry should produce more than 850,000 receivers and more than 60 television broadcasting stations expect to be in operation. Currently, about 500,000 television sets are in the hands of the public and 31 television stations are on the air.

Speaking at the Western Radio and Appliance Trade Dinner (tonight, Aug. 4) held in connection with Western Summer Market Week, Mr. Folsom predicted that, with the public's enthusiastic acceptance of television, the industry in 1949 can be expected to turn out 1,600,000 receivers, representing a potential retail business of more than $400,000,000 -- and this, he said, is a conservative estimate.

Present plans call for the opening of two television stations in San Francisco this Fall and a third before the year is over, Mr. Folsom, who is in charge of the RCA Victor Division, told the 1,000 radio and appliance distributors and dealers attending the dinner. He disclosed that an RCA Victor survey indicated that this city (San Francisco) in 1949 can expect a television receiver business with a retail dollar volume of more than $10,000,000.

The foundation of television's success, Mr. Folsom said, is service to the public such as the coverage of the national political conventions recently concluded in Philadelphia, providing televiewers in their homes and public places a better viewof the proceedings than could be had by delegates in Convention Hall. About 10 million people "sat in" on these conventions by television, he said, giving the medium its greatest impetus to date.

"Proud as we are of the business stature television has attained", he said, "we're even prouder of the many excellent ways in which it has served and will continue to serve humanity.

"We can envision for it major roles in education, religious teaching, industry, and in the military field. The war speeded developments in military uses of television, and before it ended, the medium was finding important applications in drone planes and guided missiles.

"Television", Mr. Folsom declared, "will more than ever contribute to our country's present and future welfare.

"In the field of education, television promises to be a long-sought method for the teaching of medicine and surgery", the RCA Victor executive stated.

"Organizations interested in adult education have also found television an effective tool. By familiarizing hundreds of

thousands of members of the television audience with what goes on in the other fellow's church, it can greatly strengthen inter-religious understanding."

"Our culture and knowledge have been advanced through television visits to museums, art centers, a nd the theatre, opera, and ballat", Mr. Folsom declared. "The 'personal theatres' of television have made confinement much more bearable to men in veterans' hospitals and to other shut-ins."

Asserting that the press reaction to television is another important indication of its present stature and future prospects, Mr. Folsom pointed out that major newspapers in virtually all television areas have already devoted special sections of many pages to the subject, while trade publications have given unstinted recognition to the increasingly excellent program material being telecast.

"The entire nation will be watching television in San Francisco with close attention", Mr. Folsom said, "because here we will learn much about the operation of the service in a mountainous region, and many interesting new developments will result from tests made here.

"Complete coast-to-coast television networks are expected to be in operation by the end of 1952, but even before that time, regional links will connect San Francisco with its municipal neighbors", he said. "With the West and the East linked by networks, national advertisers, no longer restricted to individual local programs or shows on film, will present even finer talent in programs too costly for individual station showings."

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GILLINGHAM, FCC INFORMATION DIRECTOR, TO GET NEW ASSISTANT

Alec Kritini, of the Navy Department Public Information Section, has been named Assistant Information Director of the Federal Communications Commission to succeed Lee Farran, who has resigned. Mr. Kritini is slated to assume his duties under Information Director George O. Gillingham, on August 30th.

Mr. Kritini was born in Rome, Italy, but has lived in the United States since he was eighteen months old. His father was a commander in the Imperialist Russian Navy, and the family fled to the United States during the Russian revolution.

Serving with the Air Transport Command during the last war, Mr. Kritini was twice wounded in enemy bombing raids in Africa and Italy. Later he was an Information Specialist with the Office of Price Administration.

Mr. Farran, left last Monday on a trip through the South enroute to the Southwest. He had been with the Commission since February 1946.

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TV SET OUTPUT HITS NEW PEAK, SAYS RMA

Television receiver production in June hit a new high, the Radio Manufacturers' Association reported Monday, and brought the total TV set output by RMA members since the war to 463,943. June's production was 64,353.

RMA member-companies turned out 100,000 more television receivers during the first half of 1948 than they did during the entire year of 1947. The 1948 half year total is 274,896 as compared with 178,571 in 1947. The 1948 second quarter output was 160,869 with an average weekly production of 12,375. This represented an increase of 36 percent over the first quarter's output. Only 28,060 TV sets were made in the second quarter of 1947.

Radio receiver production in June continued at a seasonal low level but exceeded May's total because the June report covered five weeks as compared with four in May. June's radio production totalled 1,049,517, of which 90,414 were FM-AM sets.

RMA manufacturers produced 695,313 FM-AM sets during the first half of 1948 as against 445,563 in the comparable period of 1947. However, FM-AM sets manufactured during the second quarter of 1948 fell 41 percent below the first quarter total, the respective figures being 257,484 and 437,829.

RMA members reported 1,182,262 auto sets and 1,207,754 portables for the half year.

Following is a month-by-month table on television and radio set production for the first half of 1948:

	TV	FM-AM	AM	All Sets
January	30,001	136,015	1,173,240	1,339,256
February	35,889	140,629	1,203,087	1,379,605
March	52,137	161,185	1,420,113	1,633,435
April	46,339	90,635	1,045,499	1,182,473
May	50,177	76,435	970,168	1,096,780
June	64,353	90,414	959,103	1,113,870
Total	278,896	695,313	6,771,210	7,745,419

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TOBEY TO HEAD RADIO PROBE COMMITTEE

Sen. Wallace H. White, Jr., (Republican of Maine) resigned last week as Chairman of the Senate Commerce Subcommittee which is conducting the communications inquiry.

Senator White's appointment of Senator Charles W. Tobey, (Republican of New Hampshire) to succeed him on the subcommittee chair, lent weight to opinions that inquiry might assume proportions of vigorous probe. Senator White, Chairman of the Senate Interstate and Foreign Commerce Committee has been in frail health and is retiring from Congress. Senator Tobey is noted for spectacular and aggressive investigations. FCC's FM and video allocations as well as clear channels are prime considerations.

The vacancy created by the resignation was filled by Senator White's appointment of Sen. Albert W. Hawkes, (Republican of New Jersey) to subcommittee. The third member is Senator Ernest W. McFarland (Democrat of Arizona). The members of the subcommittee reportedly will meet this week to consider an agenda.

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SCISSORS AND PASTE

"Telescriber" Makes Big Hit On WSPD-TV Premiere
("Variety")

Hit of WSPD-TV's opening-night show last Wednesday (July 21) was a "telescriber", invented by the Fort Industry station's staff, which permits writing or drawings to be done "live" on the tele screen without showing the artist's hand or pen or any shadows from either.

Lines or letters appear as if from nowhere and form themselves before the viewers' eyes. Opening-night telelookers were mystified, many thinking it was done with film. Gadget was designed by production director Steve Marvin, art director, Jerry Peacock and floor manager Al Ruhfel, and has many uses. It's possible, for instance, to move the paper on which the drawing or writing is appearing, up, down or sideways, smoothly while the telescriber is on the air.

Marvin is planning to use it for a weekly cartoon show, for live commercials, for the station's nightly "coming attractions" segment, and elsewhere. Name "telescriber" is being copyrighted and the gadget itself is to be patented.

When television bowed in at Toledo last Wednesday (21) most of the spectators saw the show from outside the windows of furniture and appliance stores. WSPD-TV, first video station in Toledo and third in Ohio, operated by the Fort Industry Co., will be on the air nightly Monday through Friday, starting at 6:30 P.M. Station has no network commitments.

There are approximately 500 receiving sets in the Toledo area, but it's estimated this number will be increased to about 6,000 by next July 1.

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News Stories Sent Quickly By Chinese
("Editor & Publisher")

One of the most unusual aspects of foreign correspondence in China, according to Don Starr, who has returned to the Chicago Tribune home office after two years in the Orient, is the efficiency with which China's communications system relays correspondents' stories to the United States.

"I could step into a radio station anywhere, even in Manchuria and Mongolia, show my press card, and leave a story written in English", said Starr. "Usually no word would be spoken, for I couldn't understand their language and they couldn't understand mine, but the stories always arrived at the Tribune office in Chicago - collect."

During his two-year post-war study of China Starr covered virtually all sectors of that country with emphasis on the northern area.

"Contrary to the impression in many quarters", says Starr, "the major difficulties about reporting China do not stem from the government. It isn't dangerous to oppose the government there, and it isn't dangerous to write about the government. The difficulties

rest not in any barriers to reporting the facts, but in the problem of learning and understanding the facts to begin with.

"Correspondents are uncensored except at the source. If the Chinese don't feel like answering any questions, they just don't answer. They've been doing that for a couple of thousand years. When they do answer, it is still difficult to ascertain the exact truth of the situation, even if you know the language, because of the nuances and idiomatic expressions."

As an example of this problem, Starr recalled his inability at one locality to confirm reports that 20,000 persons had been killed. He finally discovered that being "killed" in the Chinese language didn't necessarily mean "killed dead". The victims in this instance had been "killed" in Chinese only, not in English. They weren't dead.

While a correspondent traveling in China almost always can get where he wants to go, he cannot always get there when he wants to, says Starr.

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You Can't Top A Refrigerator
(Hal Block in "Variety")

Who in Hooper's name ever thought we'd see the day when all the work and wit that go to make up the Fred Allen programs would be surpassed by a refrigerator, a set of dishes, some silverware and a Persian Lamb jacket? But that is exactly what has happened and it's very easy to explain. Who can laugh when they're listening for a phone call?

It all started with "Truth or Consequences". I don't know whether Duz does everything but it sure started something. They weren't just content with playfully bashing people's heads in sending hapless youths around the world by pogo stick, and slyly pushing contestants into a cement mixer. They had to start a Hush contest. Now everything in radio is hush but the contests. On "Quick As A Flash", they gave away as much as $20,000; on "Stop the Music" they gave away bonds, furs, trailers, houses; on CBS' Saturday night musical quiz show the first week they gave away $1,000 in travelers' checks, a trip to Paris and a Kaiser-Frazer car. On "Bride and Groom" they give away everything but the details of the honeymoon. One sponsor had to cancel his program at the end of the first week. Unwittingly he gave away his factory.

On "Take It Or Leave It", which was the first giveaway show, they had to up the ante considerably. No one would even give his right name for $65. The stream of prizes keeps mounting. In a popularity contest in a certain kindergarten, Santa Claus ran a poor third to Ralph Edwards and Bert Parks.

It's gotten so that these contests have loused up our daily life.

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::: TRADE NOTES :::

Justin Miller, President of the National Association of Broadcasters, has accepted appointment by Secretary of State George C. Marshall as a member of the National Citizens' Committee for United Nations Day, October 24, 1948, and as Chairman of the subcommittee on Radio and Television. The purpose of the Committee, it explained, will be to enlist the support and cooperation of "people generally and cities, towns, civic organizations, the press, the radio, and other media groups."

Supporting court action contending ASCAP is practicing monopoly, the Pacific Coast Conference of Independent Theatre Owners last week agreed to participate in any appeal to a higher court as a friend of the court.

Judge Vincent L. Leibell recently ruled against ASCAP in New York on action of 164 operators of movie houses in that city.

Robert Poole, Executive Secretary of PCCITO, said that his organization "is dedicated to relieving our membership and all independent exhibitors from the monopolistic practices of ASCAP."

Scott Radio Laboratories, Inc. - Year to May 31: Net loss, $418,915, contrasted with a profit of $178,663, or 45] a share for the previous fiscal year.

Radio stations in Maryland and the District of Columbia organized last Friday into a Chesapeake Associated Press Radio Association to promote better news coverage throughout the area.

William C. Hardy, Manager of WFMD, Frederick, was elected Chairman of the new association. Ben Strouse, Executive Vice President and General Manager of WWDC, Washington, and R. J. (Jake) Embry, Vice President of WITH, Baltimore, were elected Vice Chairmen. Max Fullerton, AP Chief of Bureau in Baltimore, was named Secretary.

More than 200 dealers attended the opening of the new radio showrooms, service department and warehouse of the New York distributing division of Admiral Corporation at 625 West fifty-fourth Street, Martin L. Scher, Sales Manager reported Monday. Concurrently, first displays were revealed of their new two-tone arm record changer which is furnished as a standard part of console model combination radio-phonographs. Both 33-1/3 RPM long play records and standard 78 RPM records may be played, he said.

Slow speed records, similar to those used in high fidelity radio broadcasts, were played on demonstrator models.

Also shown were an AM-FM table model radio-phonograph with a plastic cabinet at $89.95; two new additions to television receivers, the consolette with a 10-inch tube in period design at $299.95 and a table model television set with a 7-inch tube at $169.95.

WAVE-TV, Louisville, Ky., has become a television affiliate of the American Broadcasting Company. The addition of WAVE-TV brings the total of ABC video outlets to 15, which includes five owned and operated stations scheduled to go on the air this year. The Louisville TV station is the 10th affiliate to join the ABCweb.

In anticipation of the forthcoming elections and campaign activities, news coverage of WOL and Mutual in Washington will be expanded starting August 1, according to a joint announcement.

Arthur S. Feldman has been named as Director of News Operations for the enlarged WOL and Mutual News and Sports events activities; Hollis Seavey, Coordinator of Mutual programs in Washington, has been named as Director of Special Events for WOL and Mutual.

Albert L. Warner, continuing as Chief Washington correspondent for WOL-Mutual, will now be able to devote more of his time to actual air work and will be heard on an expanded news schedule of Washington and Coast-to-Coast broadcasts. Mr. Warner, in addition to his news broadcasts, is moderator of Mutual's "Opinion-Aire" and "Meet The Press" programs.

Net income of the Radio Corporation of America and subsidiaries for the six months to June 30, amounted to $10,850,288, a rise of $2,024,376 over the $8,825,912 reported for the comparable 1947 period. Earnings on the common stock amounted to 66.8 cents and 52.2 cents a share in the respective periods.

For the second quarter, net income was $5,085,790, compared with $4,145,847 in the same period last year.

Gross income in the first half of 1948 was $176,079,713, compared with $154,333,872 in the 1947 period, and in the second quarter of this year the company had a gross income of $88,026,415, a rise of $10,252,639 over the $77,773,776 in 1947 second quarter.

In a report to Congress last Tuesday the Federal Trade Commission charged two major electrical equipment companies - the General Electric Co., and Westinghouse Electric and Manufacturing Co. - with involvement in an international cartel. Both companies were cited for taking the initiative "in forming and attempting to form international cartels to include British, German and other companies through 1930 negotiations allegedly conducted by GE and Westinghouse representatives with British, German and Swiss electrical manufacturers. The patent agreements had the effect of eliminating direct foreign competition in the United States, the Commission reported. The alleged agreement also prevented other American manufacturers from obtaining the right to use important foreign patents and trade secrets, FTC charged.

The American Cable & Radio Corporation announced Monday that the action taken by the American Communications Association(CIO) against Mackay Radio and Telegraph Company to obtain an injunction to compel it to bargain with the plaintiff union and also to recover $1,000,000 damages alleged to have been incurred by the union as a result of the failure of the Company to bargain with it, had been voluntarily withdrawn by the union without prejudice after an appearance before Judge William Bondy of the United States District Court of the Southern District of New York on July 26th.

Appointment of a new staff director of the National Association of Broadcasters, to assist in formulating international policy in problems involving allocation of international channels and frequencies was forecast Monday by Justin Miller, NAB President, in a luncheon address to the NAB 1st District meeting in Boston. The appointment would be made by the President's office, primarily to assist the NAB President and Executive Vice-President, A.D.Willard, Jr., in their long-standing work with international problems.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

Founded in 1924

NATIONAL BROADCASTING CO. INC.
LEGAL DEPARTMENT
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No. 1837

John Kay S K P

August 11, 1948

SENATE PLANS REVEALED FOR ITS OWN FULL SCALE FCC PROBE

Not to be overshadowed by the Select Committee of the House which started last week to investigate the Federal Communications Commission, Senator Charles W. Tobey, of New Hampshire, heading a subcommittee of the Senate Interstate and Foreign Commerce Committee, which is also to probe the FCC, has just released the preliminary agenda of a study of the whole communications field which his Committee is about to undertake. The other members are Senators Albert W. Hawkes, of New Jersey, and Ernest W. McFarland, of Arizona.

Senator Tobey said he doesnot expect to begin hearings before the next session of Congress convenes. However, assembly of data will start at once and be carried on during the Congressional recess.

Pointing out that the schedule outlined is extremely broad and covers every phase of communications, Senator Tobey made clear that the subcommittee is particularly concerned with international common carrier communications.

"With the communication problems of the last war fresh in their minds", Senator Tobey said, "the military agencies are vitally interested in attempting to prevent a repetition of difficulties then encountered. Our American common carriers face major financial problems. Fortunately, Senators Hawkes and McFarland of our subcommittee have studied this situation in the past and are quite familiar with the background. We must attempt to find some solution not alone for the sake of our military defense, but as well as for our peacetime commercial benefit."

"Speaking for myself", the New Hampshire Senator continued, "I also am very much interested in the non-common carrier phases of the study. I have followed closely Commission decisions relating to allocations of frequency space for the various types of services and I know that it has before it in the immediate future the problem of more space for television so that a monopoly-free, nation-wide service may be provided. I am very much impressed with some of the new blood in the Federal Communications Commission and I am confident that some mistakes of the past will not be repeated."

Senator Tobey indicated that his colleagues on the Committee might be expected to give close attention to communications treaties and conventions. While declining to elaborate, it was deemed significant that the agenda programmed a specific study of State Department procedure in negotiating such agreements with the further objective of determining whether basic organic communication law had been modified or violated by such agreements. It was learned that Senator Tobey sometime ago had obtained from the State Department answers to a series of questions designed to make known the experience and background of all officials in the Communications Division as well as an analysis of all commercial and private interests who had been represented at international conferences for some years.

One phase of the agenda indicated that the subcommittee would give particular attention to lobbying. Committee members refused to discuss the matter in detail but it was learned that Chairman White, as well as several members of the Committee, were interested in the position taken by the National Association of Broadcasters on legislative matters and that questions had been asked from time to time as to the extent to which the Association had the right to speak for the more than 2,000 radio broadcast stations in the United States, as well as the question of whether its spokesman should be registered as a lobbyist.

Senator Tobey said that before the study was completed, he expected to give further attention to the question of patent controls in the industry.

The agenda for the Senate investigation follows, although the subject matters may not necessarily be taken up in the order listed:

I. Commission Procedure and Broadcast Problems

A. Preliminary survey of Commission operations by a member or members of Committee.

1. Prepare outline of organization, functions, personnel and workload of Commission.
2. Outline of Commission's procedure in handling applications for licenses - broadcast, common carrier, safety and special service.
3. Survey of Commission authority and policies in determining qualifications, character and performance of new applicants and existing licensees in connection with public interest clause of Act, including digest of specific cases bearing on these points; can "public interest" be defined; should scope of authority be narrowed or broadened?
4. Survey of influence and pressures exerted within industry and on Commission and Congress by individuals, corporations, and organizations, including trade organizations as related to administrative and legislative policies; to what extent trade organizations properly represent industry; setup of trade organizations as related to Title III of Congressional Reorganization Act (Regulation of Lobbying) and anti-trust statutes.
5. Frequency Allocations: Have Commission outline policies presently followed in making frequency allocations for all services; what present and probable demands for frequency space are and will be; what prospects are (based on best industry and government experts viewpoints) for additional frequency space; what new services or enlargements of present services are anticipated and general effect on and value to public.

(a) Survey by Committee through series of consultations with industry leaders and Commission officials as to licensing practice of government; degree of

competition to be permitted; should standards be flexible and in hands of FCC or specific in Act; with respect to broadcasting, question of power and use of channels; expected growth in safety and special services and policy to be followed therein.

B. Prepare report and recommendations, with specific attention to legislative recommendations, section by section, re Commission organization, procedures, and policies.

II. Common Carrier Problems

A. International Carriers

1. Bring up to date Committee's study on American international carriers and their problems, re regulatory policies, financial conditions of carriers, question of merger, adequacy from defense standpoint.
2. Series of consultations by Committee members with (a) officials of international carriers; (b) communications experts of armed services; and (c) survey of American communication facilities and arrangements with foreign carriers in all countries of this hemisphere.
3. Prepare report on above making recommendations for legislation, and correlating with report under I-B.

B. Domestic Carriers

1. Initiate study, securing Commission views and experience, of situation and problems of domestic carriers, degree of competition; survey of regulatory practices and policies particularly with respect to where state jurisdiction begins or should begin; accounting practices; prices of telephone equipment; effect on toll charges; licensing contracts; telegraph problems, specifically those of Western Union; telegraph service; what should be done about Western Union cables.
2. Series of consultations by Committee members with officials of telephone and telegraph carriers.
3. Prepare report on above, outlining findings and making legislative recommendations, correlating with report on II-A(3) and I-B.

III. Treaties and Conventions

A. Obtain outline of pertinent facts contained in all international telecommunications treaties to which U.S. is signatory.

1. Analysis by Committee to determine to what extent these are in conflict with one another; whether they are in public interest; to what extent they have modified, altered, or violated organic statute.
2. Consultations by Committee members with State Department and Commission officials to determine whether existing procedure for conducting such negotiations are sound and in public interest; to what extent practices and policies should be changed.

3. Prepare report on findings, with recommendations on points covered in (1) and (2).

IV. Secrecy of Communications

A. Hearings by Committee (possibly executive) to learn from Armed Forces, Commission, State Department, and Justice Department officials the policy re wire-tapping, extent to which private communications are to be private.

1. Prepare report on above with specific legislative recommendations.

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WJZ-TV DEDICATED; WMAL TO EXPAND SERVICE WITH OPENING OF STATION

At the dedicatory ceremonies of WJZ-TV, ABC's key television station, last night in New York, the speakers included Wayne Coy, Chairman of the Federal Communications Commission, speaking from Washington, who welcomed WJZ-TV to the video lanes; Mayor William O'Dwyer, of New York; Grover Whalen, Chairman of the Mayor's Committee for commemorating the city's Golden Jubilee (City of New York); Mark Woods, President of the American Broadcasting Company, and Edward J. Noble, President and Chairman, respectively of the Board of the American Broadcasting Company, and other distinguished speakers.

The main attraction of the opening night entertainment came from the Palace, which reverted to vaudeville for the occasion, suspending for one day its continuous exhibition of motion pictures. Among the headliners were Beatrice Lillie, Ray Bolger, James Barton, Buck and Bubbles, Ella Logan and Pat Rooney, Sr.

Part of the video's premiere was linked up with the golden anniversary of New York, pick-ups in this instance centering on a parade and block party in Duffy Square. In the parade were horse-drawn fire engines and street cars, as well as the newest police wagons and emergency units. There also was an eighty piece combined Police and Fire Department band.

The International Alliance of Theatrical Stage Employees, AFL, the organization of stagehands threatened to postpone the opening at one time and Monday assailed the temporary injunction obtained by the ABC in connection with last night's premiere of WJZ-TV. The injunction against the Union was issued on Monday by Judge Samuel H. Kaufman in United States District Court on petition of the National Labor Relations Board. Judge Kaufman granted a restraining order prohibiting union interference with the ABC's inaugural program last night.

Charles T. Douds, Regional NLRB Director, pointed out in his petition to the court that ABC already had spent $29,000 on the premiere and that ABC's investment of $3,000,000 in television during the last four years would be jeopardized if the opening were cancelled.

The Evening Star's television station WMAL-TV, in Washington, D. C., will be able to present a greater variety of programs with the opening of the new WJZ-TV station.

Fred Shawn, Manager of Television and Broadcast Operations for WMAL-TV, WMAL and WMAL-FM, the three Evening star stations, explained that ABC will be able to expand programs originating in New York because of its new station there.

But WMAL-TV will continue to carry certain Columbia Broadcasting System television programs in Washington, giving that chain an outlet here. This, Mr. Shawn said, is purely a temporary working agreement between WMAL-TV and CBS. This means that WMAL-TV will continue to carry both ABC and CBS programs.

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TV SET RADIATION RATING STANDARD PROPOSED BY RMA ENG. GROUP

With the aim of improving the operation of television receivers through the limitation of TV set radiation, the Executive Committee of the Receiver Section, RMA Engineering Department, has recommended to RMA members adoption of standard radiation rating of TV receivers, the Radio Manufacturers' Association said last week.

The proposed standard was recommended by the RMA Committee on Television Receivers, of which I. J. Kaar, of General Electric Co., Syracuse, N. Y., is Chairman, and was approved by the Receiver Section's Executive Committee headed by Dorman D. Israel, of Emerson Radio & Phonograph Corp., New York.

The proposed standard defines the radiation rating of a television receiver as follows: "The radiation rating of a television receiver is related to the tendency of the receiver toward local oscillator radiation and, for operation on channels 2 to 6 inclusive, is defined as numerically equal to the value of the field strength laid down at 1,000 feet from the receiver under conditions especially favorable to oscillator radiation . . . "

The recommended "limits" of television receiver radiation, as stated in the proposed standard, are: "The rating of a television receiver on channels 2 to 6 inclusive, defined and determined as above, shall not exceed 25 volts per meter".

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NEWSPAPER GAINS ADS AS RADIO FEELS DROP

Newspapers showed the greatest gain in national advertising of any major media during June, a United Press report said last week. Printers' Ink magazine disclosed the information. Newspaper advertising rose 2 per cent over its level for the previous month, while magazine space advanced by 1 per cent. Radio dropped 4 per cent and outdoor advertising fell off 15 per cent, the publication said.

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MACKAY RADIO CHARGES FCC INCREASED RATE OVERSEAS INSUFFICIENT

All America Cables and Radio, the Commercial Cable Company and the Mackay Radio and Telegraph Company, through James A. Kennedy, Attorney in supplementing their petition with the Federal Communications Commission for reconsideration of increased charges for communications services between the United States and overseas and foreign points, state there is an urgent need for outbound rate increases substantially in excess of those which have heretofore been authorized by the Commission.

In summary, the Mackay petition states, it is apparent that the rate increases authorized by the Commission in its Reports of July 30, 1947 and April 22, 1948 have not met the requirements of the carriers for additional outbound revenues and that, as a result of the decline in traffic volume, the rate increases authorized have not produced the additional revenues intended by the Commission. Consequently, despite an experienced reduction in operating expenses in May, 1948, AAC realized net operating revenue of only $46,615, CCC suffered a net operating loss of $138,632, and Mackay also experienced a net operating loss of $105,204, with a combined net operating loss for the AC&R companies of $197,221 for that month.

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"TAM" CRAVEN RECEIVES AMERICAN LEGION "CERTIFICATE OF MERIT"

Commander T. A. M. Craven, U.S.N. retired, Vice-President of the Cowles Broadcasting Company (owners of Station WOL in Washington, D. C.), received an American Legion "Certificate of Merit" last Thursday, August 5, at the Legion Convention at the Hotel Statler in Washington.

Commander, formerly a FCC Commissioner, was selected to receive this honor because of his "splendid service to and cooperation with the American Legion and its activities during the past year."

In addition to Commander Craven, "Certificates of Merit" were awarded to: Hon. Tom C. Clark, Attorney General of the United States; Arthur E. Fleming, Chairman, Civil Service Commission; Capt. Albert L. Bullock, Commanding Officer, 13th Precinct; Harold Hegstrom, Superintendent, National Training School for Boys; and J. M. Hendrie, Distribution Manager, Chevrolet Division, General Motors Corporation.

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With an eye to future exports of American television transmitters and receivers, several RMA agencies are taking initial steps to develop a future market overseas for such American television apparatus. While there is virtually no present foreign market for American television, domestic demands being far above possible current TV production, the industry through RMA plans to develop and insure a future overseas market.

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COY REASSURES BROADCASTERS ON LIBEL CUTS

A hearing was held by a special House Investigating Committee last week to clarify the Federal Communications Commission's recent decision that the Federal law banning censorship of broadcasts by political candidates applies even to libelous remarks.

Wayne Coy, Chairman of the FCC, was quoted at the hearing as saying that radio stations handling political speeches would have nothing to worry about if they do not discriminate between candidates.

He would go no further at the hearing, but afterwards, Chairman Harness (R), of Indiana, said Coy told him that stations may continue to delete defamatory, libelous or slanderous statements from political broadcasts without fear of FCC action.

"For the time being, at least, until the matter is settled, the honest and conscientious broadcaster who uses ordinary common sense in trying to prevent obscene or slanderous or libelous statements from going over the air need not fear any capricious action", Congressman Harness quoted Mr. Coy as saying.

Mr. Coy said at the hearing that the FCC has to enforce the law, but "no broadcaster will get into serious trouble who treats candidates of all parties fairly."

To a reporter questioning him for clarification afterwards, Mr. Coy said that "the important thing" is for stations not to discriminate in their handling of political scripts.

He told the Committee he realizes the difficulties confronted by some stations because of State libel laws and said each case will be judged on the facts.

Before Mr. Coy testified, representatives of major radio networks disagreed over whether the Federal law banning censorship of political speeches prevents deletion of libelous statements.

Gustav B. Margraf, NBC Vice-President and General Counsel said NBC for many years has felt a station cannot force a political candidate to cut libelous statements from a speech. He said he believes the Commission's interpretation of the law in that respect is "reasonable".

But Joseph H. Ream, Executive Vice-President of CBS, said he thinks Congress intended to prevent radio stations from discriminating against candidates but not to require them to let defamatory material go over the air. If stations are barred from any censoring of such speeches, he said, broadcast political discussion could fall "to the same level as in poolrooms, or smoking cars."

Don Petty, counsel for the National Association of Broadcasters, agreed with Mr. Ream that the Commission had misinterpreted the intent of Congress.

Louis G. Caldwell, attorney for the Mutual network, said, however, that he is "inclined to agree that it is censorship not to take a speech because it includes defamatory matter."

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CBS VIDEO TO SERVE 80 STATIONS BY 1951

The Columbia Broadcasting System disclosed plans last Sunday to expand its television network to serve 80 or more stations within the next three years.

"This may be a rather startling announcement to those who recall that CBS Television -- now linking New York, Philadelphia, Baltimore, Boston and Washington -- was represented at the beginning of the year by one station -- WCBS-TV, New York", says Herbert V. Akerberg, CBS Vice-President in Charge of Station Relations. "But as is pretty often the case with apparently startling and sudden developments, a look behind the scenes reveals that it just didn't happen by accident. CBS has had 17 years of experience in television, and the planning to create the country's largest television network started way back in 1931. * * * *

"Right now the CBS Television Network, with headquarters in the Grand Central Terminal Building in New York -- a studio plant which will be the largest in the country after reconstruction and expansion now underway -- includes: WCBS-TV, New York; WCAU-TV, Philadelphia; WMAR-TV, Baltimore, Md.; working agreements with WNAC-TV, Boston, Mass., and WMAL-TV, Washington, D. C.

"At this writing it can be stated that at least five more metropolitan areas will enjoy CBS Television before the year is out: Toledo (WSPD-TV), Cleveland (WEWS), Detroit (call letters to be assigned), Atlanta (WAGA-TV), and Los Angeles (KTTV).

"The presence of Los Angeles and Atlanta in the list above prompts the question: Is transcontinental network television broadcasting here? It is not, although it is on its way. Until such time that all CBS television stations are linked via coaxial cable or microwave relay in regional and coast-to-coast networks, CBS television will supply both sponsored and sustaining programs on 16mm. film, utilizing Kinescope monitoring and photographing equipment, the latest and best film transcription equipment available to the art up to the present time. CBS expects to make further developments in its own labs. In simple language, this means making films right off the tube, as the broadcast appears on the "screen" of the television receiver. This film service will be used to provide television to communities awaiting coaxial cable or microwave relay systems.

"A good deal has been written about coaxial cable and microwave relay, and it is appropriate here to point out that either system is practical and efficient and that both can be used in any size network. Which one finally is used in any particular link or area is determined by technical factors which can well be the subject of another article. From the viewpoint of the television set owner, it makes no difference which system is used.

"But to get back to the growing CBS Television Network:

"In 1949 at least 25 more stations will join the CBS television family; in 1950, some 36 are scheduled to come in; in 1951,

about 19 more. This by no means represents a ceiling on CBS network expansion. It is what we can now look at in black and white. The great majority of these stations will be television outlets of present CBS AM radio affiliates, with whom negotiations to enter the inevitable television network were conducted as long as five years ago.

"The question comes up, what kind of television will be available for communities waiting to be linked by cable or microwave? They'll have everything the linked stations have within 24 hours after it first is shown.* * * *

"CBS has evolved another significant use of film, specifically for sponsored shows.* * * *

"An interesting development in CBS Television is the association evolving between great metropolitan newspapers, many of which are entering the television field, and the Columbia Broadcasting System. Cleveland's WEWS-TV is allied with the Scripps-Howard organization; CBS has applied for FCC permission to acquire a 49 percent interest in the Los Angeles Times television station; in Washington, D. C. the Washington Post has made application to purchase 55 percent of CBS-WTOP.

"Our Eastern Seaboard coaxial network coming through Cleveland, Toledo and Detroit, before the end of 1948, will hook up early next year with a regional microwave network connecting Indianapolis, Louisville, Cincinnati, Dayton and Columbus. Connection points will be Indianapolis and Toledo via Lima, Ohio. Majority of these stations are controlled by the leading newspapers in the communities, including the Louisville Courier-Journal; Cincinnati Times-Star; Dayton News, Columbus Dispatch and Ohio State Journal, and Scripps-Howard's Cleveland Press.

"CBS has entered applications for Columbia-owned outlets in Boston, Chicago and San Francisco. WCBS-TV, at New York headquarters, is Columbia-owned.* * * *

"That's the CBS Television Network picture at this moment, with construction permits, grants and applications either approved by or on file with the Federal Communications Commission."

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ASCAP RETAINS PATTERSON TO REPRESENT THEM

Fred E. Ahlert, President of the American Society of Composers and Publishers, has announced that Robert P. Patterson, former Secretary of War, has been retained to represent them in their defense against a Federal allegation that ASCAP has violated the anti-trust laws in its licensing of motion picture houses. The Board of Directors of ASCAP has held a preliminary meeting in New York with Mr. Patterson.

Federal Judge Vincent L. Leibell ruled on July 20, in a suit filed in 1942 by 164 operators of New York movie theatres, that "almost every part of the structure" of ASCAP involved violation of sections of the Sherman (anti-trust) Act.

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RMA GIVES OUT WITH RADIO WEEK PLANS

Cooperative community advertising in newspapers and on radio stations by the nation's 30,000 radio dealers during National Radio Week, November 14-20, will be urged by the RMA Advertising Committee this year to focus public attention on radio broadcasting's 28th birthday, the Radio Manufacturers' Association said last week.

Radio Week advertising copy will be made available to all daily and weekly newspapers in the United States by the RMA Advertising Committee with the suggestion that they solicit all radio dealers to sponsor the advertisement jointly. Spot announcements and program scripts keyed to Radio Week will be supplied by the National Association of Broadcasters, one of the co-sponsors of Radio Week, to all radio stations for similar dealer sponsorship.

Advertising will stress the technical advancements in today's radio receivers, the variety and excellence of current radio programs, and the availability of radios "for every room" and "for everyone", according to Stanley H. Manson, Chairman of the RMA Advertising Committee.

Newspaper copy will be designed so that newspapers may rerun advertisements as posters for display during Radio Week in dealers' windows and show rooms.

The RMA Advertising Committee has also authorized the preparation and printing of a poster for use in the "Voice of Democracy" contest which is being sponsored jointly by RMA, the National Association of Broadcasters, and the U. S. Junior Chamber of Commerce in connection with National Radio Week.

Radio dealers will be called upon to donate radio receivers to the high schools which produce the boy or girl chosen as the "Voice of Democracy" for each participating city or town.

Robert K. Richards, NAB public relations director, is Chairman of a sub-committee in charge of the "Voice of Democracy" contest, and Herbert F. Guenin, Jr., of the RCA Victor Division, Camden, N.J., is head of the subcommittee of the National Radio Week Committee directing the "Radio-in-Every-Room" program.

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SOL BLOOM WROTE IT BUT COULDN'T GET THE $19,000 PRIZE

A Fort Worth, Texas, bride of two weeks won $19,000 in prizes last week for correctly identifying the "mystery melody" on an ABC radio quiz show. Mrs. Herbert Skelton, 36, named the mystery tune as "Sun Dance" when she got a telephone call from the "Stop the Music" show in New York, last Saturday night.

The song, jointly written in 1901 by Leo Freedman and Representative Sol Bloom, (D), of New York, long has been a favorite background piece for American Indian shows and movies.

Sol, who started out as an oldtime song writer, heard it over the radio but kept the secret though he said it was hard to pass up the $19,000 prize.

Almost 50 pervious contestants in the past four weeks had failed to identify it correctly, anABC spokesman said.

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TRI-STATE NEWS ASSN. JOINS FIGHT ON BALTIMORE PRESS-RADIO GAG

The DelMarVa Press Association resolved last Saturday at Rehobeth Beach to support the fight against extension to all of Maryland the rule of a Baltimore Court restricting publication of crime news.

The court rule involved forbids reporting statements, actions or past records of accused persons after their arrest or publishing anything which the court feels may prevent a fair trial or interfere with justice.

It was invoked July 21 against five Baltimore radio stations and a news commentator who were cited for contempt. They had reported details of the knife slaying of Carol Bardwell and Marsha Brill and the subsequent arrest of Eugene H. James, Baltimore janitor who was indicted for the murders.

The Maryland Court of Appeals is now considering making the Baltimore gag rule applicable to the entire State of Maryland.

The DelMar Va resolution was adopted by 50 members, representing newspapers on the Eastern Shore of Maryland and Lower Delaware.

The resolution declared that passage of the rule would "constitute an effort by the courts of the State of Maryland to withhold a true and concise account of crime from the public."

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ETHRIDGE APPOINTED ADVISER TO MARSHALL

Mark Ethridge, publisher of The Louisville Courier-Journal, and former President of the National Association of Broadcasters, was named by President Truman Monday as Chairman of the United States Advisory Commission on Information.

The group was authorized by Congress to help the State Department in promoting a better mutual understanding between the American people and foreign nationals. It is charged with formulating and recommending information policies and programs to the Secretary of State, George C. Marshall, to promote a better understanding of the United States abroad.

Members of the Commission named with Mr. Ethridge were Mark A. May of New Haven, Conn., Director of the Institute of Human Relations of Yale University; Justin Miller of Los Angeles, Presi-

dent of the National Association of Broadcasters; Erwin D. Canham, of Boston, editor of The Christian Science Monitor, and President of the American Society of Newspaper Editors, and Philip D. Reed, of New York, N. Y., Chairman of the General Electric Company.

The Government's information program, consisting of Voice of America radio broadcasts, motion pictures and newsreels, daily, weekly and monthly publications and the a ctivities of information and press officers abroad, is conducted by the State Department's Office of International Information under Assistant Secretary George V. Allen.

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RADIO TUBE MAKERS MAY BE FORCED TO INCREASE PRICES

A price increase on radio tubes is in the offing, according to an Associated Press dispatch from New York Tuesday.

Two major manufacturers said they were working on price increases but hadn't determined the amounts. Whether the tube increase would be reflected in set prices was uncertain.

Because of a war-expanded industry capacity and a return to highly competitive conditions, radio prices have gone down since the war despite general price rises. However, some industry sources say the profit margin on production of radios has become so small, any further increases in costs might make a boost in set prices necessary.

Both the Sylvania Electric Products Corp. and Raytheon Manufacturing Co. disclosed they planned tube price increases because of higher costs.

The Radio Corp. of America's Tube Division reported it had "no comment at this time" on plans for a price increase, although trade circles at Chicago heard RCA planned a boost of 10 to 15 percent on Saturday.

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PRES. TRUMAN SIGNS INTERNATIONAL TELECOMMUNICATION RATIFICATION

The President has signed the ratification, dated June 18, 1948, by the United States of the International Telecommunication Convention, the Final Protocol, and the Radio Regulations, the State Department has announced.

The Convention, Final Protocol, and Radio Regulations were among the documents drawn up at the International Telecommunications Conference and the International Radio Conference in Atlantic City in 1947 and were signed there on October 2, 1947. The President sent copies of the three documents to the Senate on February 17, 1948, and on June 2 the Senate agreed to ratification.

The Convention contains provisions relating to telecommunication generally and certain special provisions relating to radio. It provides for reorganization of the International Tele-

(continued on page 16)

SCISSORS AND PASTE

Believes Radio, Even TV Holds Hope For Met.
(Olin Downes, "New York Times")

We say nothing of radio and television which have done so much to enhance the value of the Metropolitan Opera's activities to the nation. And this at the very time when the Metropolitan, by virtue of these assets and because of the overwhelming popularity that it enjoys over the country - as evidenced by the immense and lucrative success of its nation-wide tours - can remain the central factor in the whole operatic progress which is certain to take place in one way or another in the immediate future of the nation.

It is impossible to believe that there will be developed so little initiative, cooperation and imagination in the present situation that our internationally famous lyric theatre will confess itself incapable of doing anything else in this emergency except to close its doors.

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Radio Free Prizes Listed As An Occupation
("Washington Post")

There will certainly be static from coast to coast if the Federal Communications Commission goes ahead with its threat to forbid radio programs involving the award of money or other valuable prizes to any person whose selection depends upon chance or lot. The popularity of these programs is attested by their audience ratings. To immense numbers of Americans, they furnish much more than entertainment. They are castles in Spain, ships that might, by some extraordinary stroke of luck, come in. And to some they are an occupation, providing, by dint of diligent application, a more or less substantial livelihood.

All the same, they are an indubitable blight on the quality of American broadcasting. The lure which their gambling chance presents puts at a disadvantage all programs attempting to attract an audience on intrinsic merit. They are, in very large measure, programs of ineffable stupidity in which the avarice of the participants is outdone by the eagerness of the sponsor to give away his prices for the sake of the publicity involved. It seems patent, moreover, that they grossly violate Section 316 of the Communications Act which prohibits the broadcast of "any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance."

Chance, not knowledge, seems the prime determinant of the prize winners in most of these audience participation shows. The listening public, or at least a considerable segment of it, may be temporarily aggrieved by what the FCC proposes to do; but the caliber of American radio is likely to be greatly improved.

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TRADE NOTES

The Federal Communications Commission, on its own motion, ordered the oral argument in the matter of Section 3.606 of the Commission's Rules and Regulations, re TV reallocations on proposal to eliminate Channel 1, scheduled for August 16, 1948, be continued to a date subsequently to be announced and that the time for filing briefs be extended to a date subsequently to be announced.

Reduction of minimum hour requirements on annual contracts for the transmission of press dispatches was announced last week by H. C. Ingles, President of RCA Communications, Inc. Effective August 7, the new arrangement permited volume users to contract for a minimum of six instead of ten hours a day, six days a week for point-to-point press traffic. Circuit set-up charges of $2 per transmission have been eliminated. Regulations concerning such additional press services as radiophoto, volume press and radio program service remain unchanged.

The Executive Board of the American Union of Telephone Workes CIO, voted Tuesday to demand a wage increase for 25,000 long-lines employees of the American Telephone and Telegraph Co., according to an Associated Press report.

F. J. Bingley, Chief Television Engineer of the Philco Corporation on August 16 will join WOR-TV, New York, and WOIC, Washington, D.C., as their Chief Television Engineer. Both stations are under construction and due to go on the air within a few months as Mutual affiliates.

At a meeting of the Board of Directors, Sam Kaplan was elected a Vice President of Zenith Radio Corporation. Mr. Kaplan recently completed his 25th year with Zenith. In 1934 he was elected Assistant Treasurer and Assistant Secretary. In 1935 he became Credit Manager and in 1945 was elected Assistant Vice-President.

The Board of Directors of the Columbia Broadcasting System, Inc., last week declared a cash dividend of 50 cents per share on the present Class A and B stock of $2.50 par value. The dividend is payable on September 3, 1948, to stockholders of record at the close of business on August 20, 1948.

Their Royal Highnesses Princess Elizabeth and the Duke of Edinburgh recently paid an informal visit to the BBC Television station at Alexandra Palace. While there Their Royal Highnesses saw a studio production of the "Hulbert Follies" and after the program, artists and members of the program and technical staff were presented.

During the evening, at Princess Elizabeth's request, a number of selected items from the BBC Television News Reels were shown in the Television Film Theatre. This was the first time either Princess Elizabeth or the Duke of Edinburgh had visited the BBC's Television station.

More than 300 broadcast engineers from leading radio networks and independent stations in virtually every section of the United States have completed the television technical training courses being conducted by the RCA Engineering Products Department to acquaint the broadcasters with the theory, design, operation, and maintenance of the latest television broadcast equipment.

More than 60 engineers, representing stations in Australia, Canada, and Mexico, as well as the United States, participated in the fifth clinic in the series just concluded in Camden, N.J.

Kent Cooper, Executive Director of The Associated Press, which now serves almost as many radio stations as it does newspapers, who spent seven weeks in the Scandinavian and Low Countries, England and Germany, returning on the "Queen Elizabeth" last week, was struck by the fear of war he encountered among the people.

"Every place I visited", he said, "they all felt the terror, suspense and fear of impending doom that they felt in the Summer of 1939."

A somewhat similar view of conditions was given by Gardner Cowles, publisher of Look Magazine, who visited England and France on a five-week vacation trip with his wife.

"It is doubtful that there will be any real reconstruction in Europe as long as the apprehension about Soviet Russia still hangs over the countries", he declared. "The apprehension is very real and reminds me a great deal of the situation in Europe in 1939.

"A peace treaty for Germany should be the cardinal objective of our foreign policy - not an appeasement peace, however."

Members of the American Federation of Musicians were asked last week by President James C. Petrillo to write their Congressmen urging immediate repeal of the 20% Federal amusement tax. According to Mr. Petrillo, the tax has furthered "the current decline in the entertainment industry", and lessened job opportunities for union musicians. The AFM pledged itself to fight for repeal of the levy in a resolution passed early in the Summer at the Asbury Park convention.

H. V. Kaltenborn, veteran news commentator, has established a $500 yearly scholarship at the University of Wisconsin, with emphasis on news presentation and analysis.

To encourage study in radio, Mr. Kaltenborn has created a $15,000 trust fund, earnings from which will go yearly to a junior or senior year student who can qualify on the basis of financial need, scholarship, special aptitudes and interest in some phase of broadcasting. The first scholarship will be awarded for the Fall term.

George L. Harrison, Chairman of the Board of the New York Life Insurance Company, was elected a member of the Board of Directors of the Radio Corporation of America at a meeting last week. His election fills the vacancy created in July by the retirement of Bertram Cutler as a Director of RCA.

Mr. Harrison also was elected to the Boards of Directors of RCA's wholly-owned subsidiaries, the National Broadcasting Company and RCA Communications, Inc.

Justin Miller, President of the National Association of Broadcasters, has appointed an Advisory Committee which will meet Friday in Chicago, to extend the work of Board committees into the television field. Those named are: Harry Bannister, WWJ, Detroit, Mich.; T.A.M. Craven, WOL, Washington, D. C.; G. Richard Shafto, WIS, Columbia, S.C.; Robert Enough, KTOK, Oklahoma City, Okla.; Michael Hanna, WHCU, Ithaca, N. Y.; Clair McCullough, WGAL, Lancaster, Pa.; and Calvin J. Smith, KFAC, Los Angeles, Cal.

Oral argument was set for October 11 by Federal Communications Commission last week on proposed rule to require main studios of AM or FM stations to be located in cities wherein such outlets are licensed. Rule in effect would require stations to air majority of their non-network shows from their specified main radio.

A controlling interest in the General Instrument Corporation, manufacturer of radio and television components, has been acquired by a group headed by C. Russell Feldman, Detroit industrialist, and Richard E. Laux, Vice-President of the company.

Richard E. Laux of Summit, N.J. has been named President and Treasurer of the company; C. Russell Feldman, Chairman of the Board; other Directors named include Henry E. Collin, Toledo, Ohio, investment banker, and Kenneth L. Meinken, President of the National Union Radio Corporation.

The twenty-five year-old concern accounts for about 35 per cent of the national output of variable condensers. It is also a large producer of automatic phonograph record changers. The stock is listed on the New York Stock Exchange.

Goar Mestre, President of the Inter-American Broadcasters Association, said last week in Havana, that lack of freedom of expression in Argentina's radio and press may be brought formally before the United Nations Commission on Freedom of Information.

1. Of 86 radio stations in Argentina, only three are owned by private enterprise. 2. Argentine radio stations carry only official propaganda to the total exclusion of that from all other political parties. 3. Argentine newspapers are completely muzzled, except for La Prensa and La Nacion, against which Peron is exercising all power and every maneuver.

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(President Truman Signs International Telecommunication Ratification)
Continued

communication Union so as to bring it into close relationship with the United Nations on a footing similar to that of other specialized agencies. The comprehensive Radio Regulations are designed to modernize the uniform international rules with respect to radio and make them more responsive to scientific developments and technical improvements in the field.

Upon entry into force the Convention, with Final Protocol, and the Radio Regulations will replace, in relations between the contracting governments, the International Telecommunication Convention signed at Madrid on December 9, 1932, and the Cairo revision of the General Radio Regulations signed on April 8, 1938. Under Article 49, the Atlantic City Convention will enter into force on January 1, 1949.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1838

August 18, 1948

CONGRESS MAY RAISE ROW OVER FREE RADIO TIME TO ATHEISTS

With two investigations of the Federal Communications Commission under way - one in the Senate and another in the House - and legislation pending for a complete reorganization of the Communications Commission, further trouble is seen for that harassed body in having leaned over backwards in trying to give what it evidently believed to be a square deal on the radio to the atheists.

Protests regarding the FCC action came from two different sources. First was from Representative Charles J. Kersten (R), of Wisconsin, who declared that atheists have no more standing to ask for equal time with religious programs over the air than violators of the moral law would have the right to expound immoral ideas on an equal basis with time granted to those who defend the moral.

The Federal Communications Commission was also questioned on its stand on atheist radio programs by the Religious Radio Association, which includes Protestants, Catholics and Jews.

Edward J. Hefferon, president of the religious group, has written the FCC expressing fear that broadcasters might construe a 1946 decision in a way detrimental to religious programs.

The 1946 case, Mr. Heffron pointed out, concerned Robert Harold Scott, who had complained he had been refused radio time by Station WHAM in Rochester, N. Y., to reply to programs which were either directly or indirectly "arguments against atheism".

By indirect arguments, Scott explained, he meant church services, Bible readings and other kinds of religious programs.

While the FCC decided that every idea does not rise to the dignity of a public controversy, thus warranting a right of reply to attacks, and not every organization is per se entitled to time on the air, it also declared:

"But an organization or idea may be projected into the realm of controversy by virtue of being attacked. The holders of a belief should not be denied the right to answer attacks upon them or their belief solely because they are few in number."

The members of the Religious Radio Association, Mr. Heffron said, fear that broadcastersmight construe the decision to mean that they must provide atheists opportunity to reply every time they broadcast church and other religious programs. This, the letter points out, might tend to keep such programs at a minimum or make broadcasters avoid them completely if possible.

The belief is that Representative Kersten, having touched off the fireworks on Capitol Hill on the FCC atheist ruling, may foreshadow further consideration of the question when the new Congress convenes.

"Recently the FCC exhibited a strange attitude when it refused to grant Station WHAM at Rochester, N.Y., an application for a 3-year renewal and gave it only a temporary renewal until September 1, pending further study", Representative Kersten charged. "The reason apparently was because WHAM refused to lend its facilities to an atheist program that sought radio time after a religious program in which an acknowledgment of the existence of God was shown to be fundamental to our form of government. FCC is wondering whether WHAM did not violate its regulation in failing to give the atheist program equal time with the religious program.

"If FCC gives way to the proponents of the atheist side of this controversy, it will be falling into a dangerous sophistry that seems to be increasing these days.

"The difference between the case of the atheists and that of the radio station in this matter is much like the difference between the Soviet Constitution and the Constitution of the United States on the subject of freedom of religion. Article 124 of the Constitution of the U.S.S.R. reads, in part, as follows:

"'Freedom of religious worship and freedom of antireligious propaganda is recognized for all citizens.'

"The first amendment of the Constitution of the United States reads, in part, as follows:

"'Congress shall make no laws respecting the establishment of religion or prohibiting the free exercise thereof.'

"The Soviet Constitution puts religion and atheism on an equal basis. The American Constitution makes no reference to atheism whatsoever. Atheism is foreign to our basic philosophy of government. There is no controversial public question in our philosophy of government as between religion and atheism. The framers of our form of government assumed the existence of God and frequently referred to Him. The question of the existence of God was beyond controversy in the minds of the founders of our government.

"If it be argued that the phrase in our Constituion, 'the free exercise thereof', includes the guaranty of the freedom to teach atheism, such a conclusion is not warranted. The Constitution guarantees the free exercise of religion. Religion is the relationship between man and God. Atheism denies the existence of God, and, therefore, any such relationship. Hence atheism is not a religion at all. It may well be that individuals have a legal right under the freedom of speech to advocate atheism all they wish. But this does not make atheism a 'controversial' public question. The great body of men from the beginning of history down to the present time have put the question of the existence of God beyond controversy. Men have similarly put beyond controversy the question of the wrongness of deliberate murder. No one will contend that the radio stations would have to give to 'Murder, Inc.' the same radio time as they gave to the police department in its efforts to protect human lives."

Representative Kersten had reprinted in the Congressional Record of August 9, a lengthy article which had been printed in the July issue of "Columbia" magazine written by Mr. Hefferon which gives in detail the Religious Radio Association's grounds for protest against the atheist's broadcasts.

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"TOKYO ROSE", "AXIS SALLY" BOTH FACE TREASON TRIALS IN U.S.

The Justice Department Monday, August 16, decided to go to bat with a treason prosecution in the so-called "Tokyo Rose" broadcasts of World War II. Attorney General Tom Clark asked United States Army authorities in Tokyo to arrest 32-year-old Iva Toguri D'Aquino and send her to San Francisco to face a Federal grand jury there "at as early a date as possible".

"Axis Sally" Gillars, 30, the American girl who allegedly sold her voice to the Nazis and then used it to try to lure GIs across combat lines during the war, is due in Washington shortly, having been scheduled to leave by air last Monday, August 16th, from Germany. She is slated to be tried for treason in Washington, reliable Army officers reported last week, according to a United Press dispatch.

Sally, not as pretty as she allegedly tried to make her GI radio audience believe, has been in and out of custody in the United States zone of Germany since the war ended.

The action to bring "Tokyo Rose" back to this country climaxes more than three years of investigation. The inquiry, Mr. Clark said, indicated that Mrs. D'Aquino, born in Los Angeles, July 4, 1916, was one of six English-speaking Japanese women who broadcast over radio Tokyo between 1943 and 1945.

The Attorney General said she was the only American-born woman in the group to which the American armed forces in the Far East applied the collective nickname, "Tokyo Rose".

The feminine broadcasts over Tokyo's powerful radio station became a legend among United States fighting men in the desolute places of the Pacific, to which they were beamed.

Interviewed in her shabby Japanese rooming house, the wartime broadcasters reiterated that she had been fully investigated by Allied occupation authorities and released for lack of evidence. Mrs. D'Aquino was confined in Sugamo prison from October, 1945, to October, 1946.

Mrs. D'Aquino said her radio role consisted merely of "reading brief introductions" to musical recordings and that "in many cases the script was prepared by Allied prisoners of war."

The United Press reported her as saying, "I don't know what they have found now, but I'm certain I did not do anything treasonable."

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FCC PROPOSED RULES FOR CITIZENS RADIO SERVICE

One of the final steps looking toward the general use of individual radio transmitter-receivers for personal and private communication was taken by the Federal Communications Commission last week announcing proposed rules governing the Citizens Radio Service. Existing rules concerning technical requirements were made effective by the Commission on December 1, 1947.

The proposed service would permit short-range radio equipment, including camera-sized sets now in development, to be put to a wide variety of uses, ranging from providing contact in isolated areas to operating radio-controlled devices. This equipment would also be available in periods of emergency when normal communication facilities are temporarily disrupted.

The contemplated rules define the Citizens Radio Service as: "A fixed and mobile service intended for use for private or personal radio communication, radio signalling, control of objects or devices by radio, and other purposes . ..." Such stations would be precluded from transmitting communications for hire or carrying program material.

A simplified application procedure would feature, in the great majority of cases, a short application form to cover a construction permit and license jointly. Additional operator licenses would normally not be required.

Two classes of citizens stations are proposed: Class A stations would be permitted to operate throughout the 460-470 megacycle band, which was assigned to this service by the Commission's frequency allocations report in 1945. Class A stations would be required to meet more rigid technical requirements than Class B stations, which would operate on 465 megacycles only. A maximum input power of 50 watts is provided for Class A stations while a maximum for Class B stations would be 10 watts.

Licenses would be limited to citizens 18 or more years of age. However, such a station (except one using radiotelegraphy) could be operated by any other persons authorized to do so by the licensee. The latter would be responsible at all times for the operation of his station.

Citizens Radio stations could be used either at fixed locations, or as mobile units on vehicles, aircraft or boats. The registered serial number appearing on the station license is proposed as the station call signal. The range of a citizens transceiver would, in effect, be a line-of-sight proposition, and therefore substantially limited in its range.

The Commission points out that, pending the adoption of final rules, no licenses are now being issued in the Citizens Radio Service except on an experimental basis. Attention is also directed to the fact that wartime "walkie-talkie" sets are not usually adaptable to this service without extensive modification. Equipment

meeting the present citizens radio standards is now in process of development and is expected to be in quantity production in the relatively near future.

The date of the opening of this new service on a regular basis will depend largely on the adoption of the proposed rules. Interested parties have an opportunity to submit comments or briefs on or before October 1, 1948. If the comments received warrant it, a hearing or oral argument will be scheduled by the Commission.

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FORNEY RANKIN APPOINTED NAB INTERNATIONAL ADVISER

Forney A. Rankin, Associate Chief of the State Department's International Broadcasting Division, will become international adviser to President Justin Miller of the National Association of Broadcasters October 1, the office of the NAB president announced yesterday, August 17.

Mr. Rankin, well known for his work in numerous international communications conferences, will fill the post first announced and described by Judge Miller in his addresses to the current NAB District meetings throughout the United States. He will advise the NAB president on all international problems, with special attention to allocations of frequencies.

Mr. Rankin was born in Gaston County, N. C., December 5, 1912. He was graduated from the University of North Carolina in 1934, and pursuedhis graduate studies at Duke University in 1934-1935, returning to the University of North Carolina for study in the law school from 1937 to 1939.

In the interval between, he served as regional information officer of the Department of Agriculture, broadcasting daily on WBT, Charlotte, N. C.

After completion of his law studies at Chapel Hill, he came to Washington for radio production for the Department of Agriculture. He became Director of Information for the Office of Inter-American Affairs at Bogota, Colombia, in which post he served until 1946, when he transferred to the State Department.

During the Department of Agriculture period, Mr. Rankin was extensively a ctive in radio writing and production, taking a leading part in many nationwide network and transcribed programs of the department as writer and producer.

In his time with the Office of Inter-American Affairs, he was also Radio Director for several Latin-American nations, writing and producing programs in both English and Spanish for those areas.

Mr. Rankin became Acting Assistant Chief of the Department's International Broadcasting Division on Jan. 1, 1946, moving to his present post as Associate Chief on June 30 of the same year.

He served as a member of the United States delegation to the informal four-power international high frequency broadcasting conference at Paris in 1946. During the Summer of 1947, he was a delegate for the United States at the International Telecommunications Conference and delegate and spokesman at the International High Frequency Broadcasting Conference at Atlantic City, N. J.

In the period from March to May of 1948, Mr. Rankin served as Chairman of the United States delegation to the High Frequency Planning Conference at Geneva, Switzerland.

The post he will fill at the NAB was created by a directive of the Association's Board of Directors, to assist the NAB President and Executive Vice President with their long-standing work with international policies.

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BBC TAKES OVER BRITISH FAR EASTERN BROADCASTING SERVICE

At the request of His Majesty's Government, the British Broadcasting Corporation assumed on August 8 responsibility for the British Far Eastern Broadcasting Service, which has since the liberation of Malaya been operating in Singapore under the auspices of the Foreign Office. Adjustments have already been made in the program and administrative arrangements of this Service during the past few months, and the transfer of responsibility from the Foreign Office to the BBC will, therefore, not necessitate any change in the revised scope of British Far Eastern Broadcasting Service activities.

This will be the first time that the BBC has had direct responsibility for conducting a broadcasting service based outside the United Kingdom. Formal licenses granted locally will accord with the BBC's charter and license in the United Kingdom.

The programs of the British Far Eastern Broadcasting Service will, pending the construction of high-powered transmitters, continue to radiate from its existing small transmitters. The programs consist largely of rebroadcasts of BBC transmissions from London in the Far Eastern and General Overseas Services, together with BBC transcriptions (recorded programs). English is the main language used but there are specialized services in Japanese, Chinese (Kuoyu and Cantonese), Siamese, Indonesian-Malay, Dutch, and Burmese, over an aggregate period of seven and a half hours a day.

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AMERICAN BROADCASTING CO. NETS $850,000 IN FIRST HALF OF 1948

The American Broadcasting Company and subsidiaries last week reported a net income of $850,000 for the first half of 1948, with $520,000 after Federal income taxes. The sum was equivalent to 50 cents a share on 1,689,017 shares of $1 per common stock.

Net income for the same period last year was $890,000, or 53 cents a share on the same basis. Gross income from the sale of facilities, talent, lines, etc. was $28,286,754 for the first six months of 1948, as compared to $25,540,628 for the same period in 1947.

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WCBM, BALTIMORE, ASKS FULL "CONTEMPT" DETAILS

The judges of the Criminal Court in Baltimore were called on yesterda, August 17, to furnish details and particulars to radio station WCBM, Baltimore, concerning the contempt of court proceedings recently instituted against it.

WCBM, four other Baltimore radio stations and a radio news editor were cited by the court to show cause why they should not be held in contempt as an outgrowth of their broadcasts of news stories of a local murder case.

The court charged they violated a court rule restricting publication of news of crime cases.

The citations were couched in the most general terms. The court explained that no details were given on grounds such statements would violate the spirit of the court rules.

Trial in the murder case is scheduled for September 20. The defendant, Eugene James, a janitor, is charged with the knife slaying of 11-year-old Marsha Brill.

The stations were requested by the court not to make their answers until after the James trial.

The Baltimore Broadcasting Corp., operator of WCBF, yesterday, asked "specifically and exactly what broadcasts" are meant in the language of the citation, and asked specifications as to what language was deemed objectionable and what the court meant in citing the station for its "reports concerning alleged conduct and action of and by one Eugene James."

The demand also called on the judges to state specially what rule or rules of the Supreme Bench of Baltimore, if any, constitute the grounds for the citation.

Judge Edwin T. Dickerson extended until 30 days after the particulars are furnished, or the demand ruled on, the time for the contempt case to be answered.

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TRUCKS TO GET 2-WAY RADIO

What is believed to be the first license for operation of two-way mobile communications by a Washington radio concern has been granted to George's Radio & Television Co. by the Federal Communications Commission, it was announced Tuesday, Aug. 17.

The license authorizes the company to operate the sending-receiving sets on its fleet of 15 trucks. Officials of the firm said they were using the sets to speed up deliveries and dispatch trucks to repair jobs.

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MOBILE RADIOTELEPHONE MAKES GOOD IN WASHINGTON, D. C.

Not many folks get a hankering to make long distance calls while driving to work of a morning, but the mobile radiotelephone is definitely in Washington, D. C. to stay.

That is the contention of John A. Patterson, Jr., Manager of Special Services of the Chesapeake & Potomac Telephone Co., operators of the system whereby you may call from a vehicle to any land-based telephone in the world.

Only 100 units are in operation in Washington at present, with the service two months shy of being 2 years old. This is in contrast to New York, which has about 1200 orders waiting to be filled, and to Chicago, with 1800 standing by, according to Mr. Patterson.

Facilities for providing mobile telephone service in Washington - including one transmitter for highway communication, three for urban communication, and 12 receivers which serve as "boosters" for transmission - represent an investment upwards of $200,000.

This figure is based on records filed with the Federal Communications Commission showing estimated costs set forth in C. & P. appropriations for licenses.

The service is still on an experimental basis, as far as the FCC is concerned, but it has authorized the use of 180 urban mobile units and 50 highway mobile units, by the District system.

Mr. Patterson attributes the differential between demand for the service in Washington and in some other cities to the fact that areas with more heavy industries find more use for the mobile telephone. He says big manufacturing establishments, for example, find it helpful as a timesaver in widespread distribution of goods to a variety of terminals.

No radical changes have been made thus far in the original equipment, Mr. Patterson revealed. Bell laboratories, nevertheless, are experimenting with smaller, more compact radiotelephone devices to reduce drain on batteries and generators in vehicles.

Availability of channels in the authorized megacycle range has been one appreciable obstacle in Washington. The service here originally was hampered by having only one channel. Two more have been acquired in the past year.

Another limitation hasbeen the radius of communication, which now is about 15 miles, Mr. Patterson said. Experiments are being conducted to increase the range also.

Cost of the service conforms to the following schedule:
Equipment installation charge, $25. Minimum monthly charge, $22, based on the following rates: in the "5-cent to 10-cent

area", 30 cents for the first three minutes; in the "15-cent area", 35 cents for the first three minutes, and in the "20-cent area", 40 cents for the first three minutes. Charges for calls from mobile unit to mobile unit are 40 cents for the first three minutes. Long-distance calls to or from mobile units cost the same as person-to-person day-rate calls on regular telephone service.

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RMA STATISTICS COMMITTEE ENLARGED FOR NEW SERVICES

For the increasing industry statistics compiled by the Radio Manufacturers' Association and constituting one of the Association's most important services, President Max F. Balcom has appointed an enlarged Industry Statistics Committee for the ensuing year, continuing Frank W. Mansfield, of Sylvania Electric Products, Inc., as Chairman.

The Committee has charge of developing RMA production and sales data for all RMA divisions. Among recent expanded services are those for five sections of the Parts Division, new quarterly reports of television receiver distribution, and the new monthly report of radio distributors sales and inventories.

New market data also is planned by the Committee, together with expansion of the RMA tube production reports, including 1949 statistics on cathode ray receiving tubes.

Following is the RMA Industry Statistics Committee appointed 1948-49:

Chairman - Frank W. Mansfield, Sylvania Electric Products, Inc.; Frank Q. Adams, Hytron Radio & Electronics Corp.; E. C. Anderson, Radio Corporation of America; J. A. Berman, Shure Bros., Inc.; G. W. Henyan, General Electric Company; H. J. Hoffman, Machlett Laboratories, Inc.; Donald Hooper, Westinghouse Electric Corporation; J. J. Kahn, Standard Transformer Corporation; George McCleary, RCA Victor Division of RCA; R. C. Sprague, Sprague Electric Co.; Arthur Whitehair, Philco Corporation, and Fred D, Wilson, Operadio Manufacturing Co.

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HUNDREDS OF U.S. RADIO HAMS ARE MOBILIZED IN GERMAN ZONE

Hundreds of American "ham" radio operators in Germany were being mobilized last week for possible future use in the United States zone. They were asked to report to U. S. Army Signal Officers in the American zone in connection with Army plans to set up an emergency communications system.

The action followed closely an Army appeal to all reserve officers in civilian jobs in Germany to register. The Army plans to establish an extensive network of radio stations at all major military posts throughout the zone, primarily for intrapost communication. They may be used as a stop-gap method of communication for the United States Army with Berlin should the Russians choose to cut the lines now linking Gen. Lucius D. Clay's Frankfurt headquarters and Berlin.

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FM ASSN. HOLD NEWSPAPER CONTEST WITH THREE RADIO MFGS. COOP.

Three radio set manufacturers are cooperating with the FM Association to find the best stories on FM broadcasting published in newspapers between January 1, and Sept. 1, 1948, J. N. (Bill) Bailey, FMA Executive Director, announced yesterday (August 17).

"FM is the greatest advancement in radio broadcasting in more than two decades", said Mr. Bailey. "Many good stories, designed to explain FM to the public, have been written by reporters in all parts of the country. To our knowledge we are the first radio organization to recognize the value of the press -- both daily and weekly -- in informing the public of radio's advances. We want to reward the three reporters who turned in the best stories."

The Crosley Division of Avco Manufacturing Corp., Cincinnati, Ohio; the Radio Division of the Stewart-Warner Corp., Chicago, and the RCA Victor Division of Radio Corporation of America, Camden, N.J., have placed at the disposal of the FM Association console FM-AM phonograph radio sets to be presented to the reporters writing the best stories on FM prior to Sept. 1, Mr. Bailey stated.

These awards will be announced September 29 at the closing luncheon session of the FMA's Second Annual Convention at the Sheraton Hotel, Chicago. It will not be necessary for the winners to be present, although they will be invited to attend the Convention after the winning stories are selected.

Judges in the newspaper contest are Dr. Kenneth Bartlett, Director of Radio, Syracuse University, Syracuse, N.Y.; Charles P. MacInnis, Director of Public Relations and Educational Radio, Columbia, S. C. City Public Schools; Hugo Gernsback, publisher, Radio Craft, New York; Stanley H. Manson, Advertising Director, Stromberg-Carlson Co., Rochester, N.Y.; and Mrs. Norine Freeman, Publicity Director of W. B. Doner & Co., Chicago advertising agency.

"FM to many people has been somewhat of a mystery because the initials 'FM' mean frequency modulation - a technical term which describes the method of broadcasting," explained Mr. Bailey. "Newspaper men and women throughout the country, not satisfied with half a story, have delved into FM to learn what it means to the public. They have written scores of stories about the invention of Dr. Edwin Howard Armstrong. Those reporters we of the FM Association and the manufacturers feel deserve much credit for ferreting out the story of FM."

Reporters who enter the contest must submit at least one clipping and five extra copies of each story sent in. All entries must be addressed to the Story Contest Dept., FM Association, 101 Munsey Bldg., Washington 4, D. C., and postmarked no later than midnight Sept. 10.

Entries will be judged on originality, clarity and from the basis of value to the reader.

There will be three classes, (1) open to reporters on daily newspapers; (2) open to reporters employed by news wire services or syndicates; (3) open to reporters on weekly newspapers. The reporters may be staff personnel or string correspondents.

Entry blanks may be obtained from the FM Association, Washington D. C. or entries may be submitted in writing, each letter to be signedby the contestant, together with his newspaper, wire service or syndicate.

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HENRY GROSSMAN NAMED CBS DIRECTOR OF BROADCAST OPERATIONS

The Columbia Broadcasting System on Monday,(August 16) appointed Henry Grossman Director of Broadcast Operations, including television, AM and FM technical operations.

Mr. Grossman, who joined CBS in 1930, has been Director of Technical and Building Operations for the network since last January. In his new post, which is newly-created, he also becomes James M. Seward's (Network Vice-President in Charge of Operations), associate in the supervision of copyright, construction, mail and file, purchasing, and traffic departments of the network.

Mr. Grossman began his radio career in 1926 on the engineering staff of KYW, then a Chicago station, but now in Philadelphia. Subsequently he was Chief Engineer of WGHP Detroit (now WXYZ) and WSPD, Toledo. He joined CBS as Chief Audio Engineer, and a year later was appointed Eastern Division Manager. In 1942 he was promoted to CBS Technical Director and in 1947 became Assistant Director of Operations for the network.

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CARR SAYS AD. MONEY GOING FROM RADIO TO BLACK AND WHITE MEDIA

Citing a lackadaisical inertia that is permitting "advertising money to go from radio to black and white media unchallenged", Eugene Carr, Radio Director of the Brush-Moore stations, Columbus, O., asked 100 per cent participation in the All-Radio Presentation plan from the 148 delegates to the NAB 7th and 8th District meetings held at French Lick, Indiana, last week.

"If we had challenged and lost, we would have no complaint", he said. "We did not, and we have list in a very serious manner."

Mr. Carr's remarks followed a talk by Hugh M. P. Higgins, NAB Assistant Director of Broadcast Advertising, descriptive of the need and demand for a radio advertising presentation, and of efforts that are currently being made in that direction.

Gilmore Nunn, of the Nunn stations, who presided at all meetings, referred to Mr. Higgins' speech as "fighting words", and urged "fighting support" from all broadcasters.

Likening radio's promotional efforts to "three fiddles on a concert stage", Mr. Nunn declared that newspapers and magazines are playing to advertisers with a "150 piece ensemble".

"There's only one place for radio station management to be in this project", he said, "on radio's band wagon."

The two-day meeting presented Justin Miller, NAB President, to delegates at the first day's luncheon. The subject of his address was, "NAB - Your Association".

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FCC FURNISHES TELEVISION RECEPTION AND INTERFERENCE INFO.

The Federal Communications Commission is receiving many complaints and inquiries both at its Washington and its field offices relative to television reception limits, sources of interference, and methods of improving reception. Because of the public interest in this subject, the following is furnished for general information.

The Commission wishes to emphasize that it does not have sufficient personnel to investigate individual complaints of interference or otherwise faulty reception and also that it has not adopted standards for nor does it approve makes or types of television receivers.

Allocation Plan - The Commission assigns television stations to cities and metropolitan areas under a nation-wide plan, which is designed to provide an equitable distribution of television service throughout the country. Because of the scarcity of frequencies available for television use, it has not been possible to provide a television station for every city. Under the allocation plan, however, most of the larger cities and metropolitan areas are assigned from one to seven television stations.

The Commission's allocation plan is designed so that a television station located in a certain city will furnish a strong enough signal to permit television receivers in or near the city to receive satisfactory service. Under the plan, therefore, television stations are spaced geographically so that they will not interfere with each other within their respective service areas, and they are assigned sufficient power to that their signal will be strong enough to overcome unwanted "noise" caused by electrical disturbances in the area. Since television reception requires a relatively strong signal, this means that the "desired" signal must be about 100 times as strong as any other signal.

Reception Limits - Many of the complaints received by the Commission arise from attempts to receive television stations far beyond their normal range. Due to the nature of the frequencies used, television reception is possible only if the receiver is located with a relatively short radius of the transmitting station. At the present time, the maximum range of television reception varies from 20 miles to 40 miles, depending on the type of station involved and the amount of power it is presently using.

Other Reception Problems - If you live within the normal (20 to 40 mile maximum) service range of a television station, it should be possible for you to receive satisfactory interference-free television pictures. However, even within this range, good service can be expected only with a properly functioning television receiver, an adequate receiving antenna, and a satisfactory transmission line connecting your antenna and receiver. The reason for this is that television requires a relatively stronger signal for good reception than does AM or FM radio, and your receiver, transmission line and receiving antenna are important factors in making sure that a strong signal is picked up out of the air, and that "unwanted signals are rejected by the receiver.

Interference Problems - Television receivers may be subject to interference (1) from television stations other than the "desired" stations; (2) from other radio stations; (3) from electrical disturbances caused by medical diathermy machines, industrial heating appliances, etc.; (4) from other television receivers in the vicinity; and (5) ignition systems of motor vehicles. The last is a particularly common source of interference.

Properly qualified technicians ordinarily can reduce or eliminate objectionable interference. If the interference is caused by a station or device operating on a different frequency from that of the "desired" television station, the "undesired" signal frequency may be "tuned out" by a device attached to the television receiver. This may be done by applying a "trap-circuit" to the receiver antenna terminals. Trap-circuits are tuned transmission lines cut for the frequency of the "undesired" signal. In case of interference from international short-wave broadcast stations and point-to-point telegraph stations, it is more practical to construct a coil-condenser "trap circuit" to reject the "undesired" signal.

If the interference is caused by a station or device operating on the same frequency as your receiver, the interference cannot be easily avoided. However, use of a directional receiving antenna may be of some benefit.

Interference from other television receivers in the vicinity of your receiver also may distort the picture or sound you receive. This usually occurs in apartment houses where two or more receivers are in close proximity.

Certain kinds of interference cannot be eliminated. In particular, if you live outside the maximum service range of two television stations operating on the same frequency at a point where signals of equal strength are received from both stations, your receiver will receive either a distorted picture or garbled sound or both. This type of interference cannot be eliminated, since it is due to the fact that you are outside the service area of the stations involved. However, the Commission in assigning television stations makes every effort possible to avoid interference of this kind.

Any good television servicing agency should be in a position to determine sources of television reception trouble, provide devices or adjustments to improve reception and to explain their operation.

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SCISSORS AND PASTE

Television Here To Stay
(Harry MacArthur, "Washington Star")

Any one who has sent aloft over his rooftop the futuristic, megacycle-trapping mark of video can tell you tales about the new art's most fascinated audience. The small fry are television's stanchest supporters. There may come a day, when television is as widespread as that old-fashioned radio which serves only the ear, when those now young will refuse to believe they ever were excited over such an ordinary adjunct of life, but their enthusiasm is there now, all right.

One of those who discovered he had brought a strange new form of life into his living room with the television receiver is Earl Hilburn, a young man loaded to the ears with technical information, who is The Evening Star Broadcasting Co.'s assistant chief engineer. All the children in his block, Mr. Hilburn was saying the other day, know the scheduled hours for television shows for the young and troop into the Hilburn living room to watch them.

This has become, finally, an accepted part of life in the Hilburn household and nothing about the audience ever startled Mrs. Hilburn very much until one recent afternoon. On this afternoon the neighborhood showed up as usual, including one tot who was not to be foiled by any problems of his own living schedule at home. He was bearing a plate of food and a fork. He was indignant, too, when told he'd have to stay on the porch until he finished dinner.

There was a time, not long ago in the memories of many, when radio was in much the same position that television is in today. The first radio in the block was the center of neighborhood attention. It burned away the life of its primitive tubes and crackled its primitive loud-speaker while surrounded by an audience filled with admiration and awe.

Television probably will not remain in the scientific class for long. It has burst suddenly upon us following the war (which, by spurring electronic research, was largely responsible for video's quick arrival at its present state) and its progress should be swifter than AM radio's was. You may as well face the fact that television is here to stay and, before you know it, will be the commonplace. It moves along every day.

The major development of the week, so far as local television viewers are concerned, was the allocation of new coaxial cables for the section of the Eastern video network between New York and Washington. There now are three southbound cables in operation instead of the former one, with one cable set aside northbound for Washington originations.

What this means to your home viewing is a wider variety of programs available.

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TRADE NOTES

More than 100 million radio receiving tubes were sold by RMA member-companies during the first half of 1948, the Radio Manufacturers' Association said Tuesday. June sales rose slightly over those of May but were under sales of the preceding four months.

Total half year sales were 100,005,963, while June sales reached 15,114,272. The half year sales were divided as follows: 72,543,504 for new sets, 20,280,996 for replacements, 6,644,749 for export, and 536,714 for Government agencies.

Don Lee Broadcasting System is withdrawing its San Diego television application, leaving seven applicants to battle over three available channels in FCC hearings scheduled September 7. Withdrawal was attributed to pendency of Los Angeles and San Francisco applications which, when and if granted, will keep engineering staff engrossed in installations, plus the desire to continue high-band experimental activities.

Station KIST, Harry Butcher's (formerly CBS Vice President in charge of its Washington station WTOP and former Naval Aide to General Eisenhower) radio station in Santa Barbara, California, came in for a free plug when Jane Powell sang over it in the picture, "A Date with Judy" currently playing in Washington.The locale of the picture was Santa Barbara.

WSB-TV, Atlanta, which will begin testing this week preparatory to going on the air September 29th, last week was signed as an affiliate of the National Broadcasting Company. WSB-TV will broadcast on Channel 8 (180-186 mc) with 5 KW visual power and 2.5 aural. WSB itself is also an NBC affiliate.

Greek authorities were reported Sunday to be nearing a solution of the slaying of George Polk,(according to an Associated Press report) American correspondent, whose body was found floating in Salonika Bay last May. A reliable Greek source said investigators are "optimistic and confident" that the case soon will be "smashed wide open".

Distributors have been advised by Benjamin Abrams, President of the Amerson Radio and Phonograph Co., of a price rise, effective Sept. 1, on all Emerson sets. Mr. Abrams did not indicate the amount of the increase, but said it was necessary because of increased costs of components and labor. The company, he pointed out, has just granted a pay rise of 8 per cent to its factory employees.

Current retail prices on the Emerson line range from $14.95 for a portable radio to $495 for a four-way television receiver.

The newly-named Board of Directors Television Advisory Committee of the National Association of Broadcasters, in its first meeting last Friday appointed a three-man committee to meet with a similar group from the Television Broadcasters' Association to discuss cooperation between the two associations.

Named on the NAB half of the joint committee were Walter Damm, WTMJ-TV, Milwaukee; Clair McCollough, WGAL, Lancaster, Pa.; and A. D. Willard, Jr., NAB Executive Vice-President.

The three will meet with three others to be named by TBA, at a time and place to be set later. The appointment of the TBA committee will be made later also.

To the Radio Corporation of America were assigned the patent rights in a new method of sound record manufacture (No. 2,446,578) invented by Clifford Eddison of Haddon Heights, N.J.; a color television tube (No. 2,446,791) by Alfred C. Schroeder of Feasterville, Pa., and an electronic computing device (No. 2,446,945) by George A. Morton of Haddon Heights and Leslie E. Flory of Oaklyn, N. J.

Miss Sarah Richardson Cowles, daughter of Mr. and Mrs. John Cowles of Minneapolis, was married to John Marshall Bullitt, son of Mrs. Donald M. Payson of Portland, Me., and the late Keith L. Bullitt of Los Angeles, last Monday, August 11, in the Gethsemane Protestant Episcopal Church, Minneapolis. The bride was given in marriage by her father and attended by her sister, Mrs. Arthur Ballantine, Jr., as matron of honor.

A small reception was given at the Cowles' home.

The bride was graduated from the Masters School, Dobbs Ferry, N. Y. in 1944, and from the University of Chicago in 1947. Last Winter she attended Radcliffe College. Her father is President of The Minneapolis Star and Tribune and Chairman of the Board of "Look" magazine and The Des Moines Register and Tribune, and Vice-President of Cowles Broadcasting Company.

RMA President Max F. Balcom has reappointed Richard C. Colton, of the RCA Victor Division, Chairman of the RMA Traffic Committee, which has many traffic problems, including rate reductions in process. In announcing the Committee for 1948-49 with increased membership, President Balcom also reappointed W. L. Fogelson of P. R. Mallory & Co. as Vice Chairman.

The Aug. 17 issue of "Look", includes Atwater Kent, retired radio manufacturer and now big time Hollywood party giver, as the subject of the Picture Personality feature. Described as "the most publicized party giver in the town's history", the article states that Mr. Kent spends $50,000 a year on entertainment "to make people happy". The story also relates that Mr. Kent gives parties for worthy organizations at which he pays all expenses, and is now helping disabled veterans and young singers. Mr. Kent was host at one of the parties given for the National Association of Broadcasters at its Los Angeles convention last May.

E. A. Nicholas, President of the Farnsworth Radio & Television Corp., of Fort Wayne, Ind., said Monday that higher prices for television sets appeared inescapable. Mr. Nicholas was in New York for a distributor showing of the company's new radio and television lines. The lowest priced television set in the new Farnsworth line is priced at $375 compared with last year's $345, although the new set has seven more tubes.

Mr. Nicholas added that if radio prices are based on costs, they too may go up, as manufacturers are having to pay higher prices for materials and labor. But he said overproduction and big inventories might keep prices at present retail levels.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

Founded in 1924

NATIONAL BROADCASTING CO. Inc.
LEGAL DEPARTMENT
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No. 1839

August 25, 1948

RUSSIAN N.Y. BUNGLING EXPOSE PROVES "VOICE AMERICA" VALUE

The State Department's sharp note demanding the recall of Russian Consul General Jacob M. Lomakin in New York, and the sensational attempt at suicide of Mrs. Oksana Kosenkina, Russian School teacher, who flung herself from a third story window in the Russian Consulate in New York, seemed almost made to order for the comeback of the streamlined and entirely reorganized "Voice of America". News of both of these top drawer events was flashed to the world by the new "Voice" in 22 languages leading all news presentations.

"This is what we have been waiting for in our war of words", a "Voice" official said. "This is something that can be easily understood by people all over the world."

The "Voice's" short-waved accounts of Lomakin getting the boot and Kosenkina tragedy were translated into Russian and eight other behind-the-Iron-Curtain languages: Polish, Czech-Slovak, Slovene, Serbo-Croat, Bulgarian, Rumanian and Hungarian. It was carried also in Russian on the "Voice's" Far Eastern broadcasts beamed at Vladivostok, as well as on other regular programs to the Orient Latin-America and Western Europe.

Treatment of the case of the Lomakin and Kosenkina cases in the master script - which is translated into the "Voice's" twenty-two foreign tongues - was sober and factual, "straight" narratives. Within this framework and without detracting from the objectivity of its approach, however, the scripts managed to include direct rebuttals of all the Soviet charges against the United States.

Thus, the program quoted prominently Mrs. Kosenkina's statement to Russian Vice Consul Zot I. Chepurnykh: "You kept me a prisoner," and her statement to hospital officials: "I fear them (Soviet consulate members), and I do not want to see them."

In the case of the programs beamed to Russia, the news editors let the text speak for itself. No interpretation or background was supplied. On other programs, when the full text was not used, a factual "rewrite" of the note went on the air.

At another point one comment read: "We are forced to the conclusion that it is more important, in the eyes of the highest Soviet officials, to prevent the escape of a single school teacher from Russian authority than it is to maintain good relations with friendly countries."

Over the week-end, listeners of the programs abroad were provided with editorial comment as a follow-up to the straight news. This was confined pretty much to excerpts from editorials in the papers of the United States.

Thus in the words of Austin Stevens of the New York Times, the "Voice of America" which Congress almost succeeded in killing off, has been stepped up from a mild information service to a

full-fledged, hard-hitting propaganda machine which will concentrate its chief output against the Iron Curtain.

George V. Allen, Assistant Secretary of State for Public Affairs, in charge of the "Voice" stated the new policy when he said:

"It is clear now that we are in a shirt-sleeve contest. We are in a struggle between two concepts and while 'The Voice of America' will not get into name calling, we are going to take a stronger line. If we are going to influence anyone, we cannot afford to be apologetic when everybody else is shouting boasts."

Advised of increased short-wave radio receiver production within Russia and of widespread listening that may amount to an audience of 3,000,000, the "Voice" only recently started to operate in England five additional high powered transmitters that double the number of "Voice" signals into Russia and satellite countries.

On Oct. 1 the State Department will take over the output of all broadcasts that go out in the name of the "Voice of America". On that date two commercial networks will drop out of the short-wave program, and the control and guidance of news broadcasts and policy-inspired commentaries will be centered in an expanded news staff at the 57th Street headquarters of the "Voice".

The prospective withdrawal of the National Broadcasting Company and the Columbia Broadcasting System from the Government's international radio broadcasts will end an arrangement that was far from satisfactory to any party.

In a special report from London to the New York Times, the following was set forth:

"The American battle of the airwaves with the Soviet Union - pushed into high gear by recent developments in New York in the "spy" case in Washington - seems for the first time in many months to be swinging in favor of the United States.

"Reports from European capitals, including some behind the Iron Curtain, indicate that the 'Voice of America' broadcasts are 'getting through' and causing more concern among Communist authorities than they have for some time past.

"From Vienna comes this information:

"The 'Voice of America', and other American propaganda broadcasts have been playing an increasingly important role in Southeast Europe in the last few days and have been playing it better. Their role has grown in importance because the Cominform (Communist Information Bureau) has intensified the Russian propagandistic attack, and this had to be answered. Furthermore, they, together with the British Broadcasting Company broadcasts, form almost the only source of truthful news to the inhabitants of the 'curtain' countries, since the intensification of censorship denies them knowledge of much that is going on in their own countries."

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FCC PROPOSED RULES TO LIMIT RADIO CONTROL AND OWNERSHIP

To clarify policy with respect to multiple ownership of commercial AM, FM and television broadcast stations, the Federal Communications Commission proposes to revise its rules on this subject, with particular reference to number of stations in which there may be joint control or interest.

The Commission's present rules ban operation of more than one station of the same category in the same community or service area by the same person or group, or more than six FM stations or five TV stations throughout the country as a whole.

Contemplated amendments to Section 3.35 of the standard broadcast rules would further preclude a person or persons under common control from owning, operating or controlling more than seven AM stations in the country as a whole, or serving as a stockholder, officer or director of more than 14 standard broadcast stations.

In a further step to prevent concentration of control of standard broadcast facilities, the Commission would limit those interests having fewer than the foregoing specified maximum limitations to a graduated number of stations with interest less than control, as follows:

If the Number of Stations Controlled is:	Then the Maximum Number of Stations with Interest less Than Control May be:
7	0
6	1 or 2
5	3 or 4
4	4 or 6
3	7 or 8
2	9 or 10
1	11 or 12
0	13 or 14

Section 3.240 of the rules would incorporate these limitations for FM:

(Same headings as above)

6	0
5	1 or 2
4	3 or 4
3	5 or 6
2	7 or 8
1	9 or 10
0	11 or 12

In Section 3.640, the TV limitations would be:

If the Number of Stations Controlled is:	Then the Maximum Number of Stations with Interest less Than Control May be:
5	0
4	1 or 2
3	3 or 4
2	5 or 6
1	7 or 8
0	9 or 10

In applying these provisions to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders would be considered who are officers or directors or who directly or indirectly own one percent or more of the outstanding voting stock.

These rule changes would not become effective until January 1, 1953, for existing situations in order to permit the orderly disposition of interests by those affected. This extended time, however, would not be applicable to any case where complete disclosure of all facts has not heretofore been made to the Commission.

Briefs and statements in connection with this proposed rule making will be received by the Commission on or before September 27, 1948.

The proposed new rules apparently would not affect the four major networks, with the possible exception of the Columbia Broadcasting System, the Associated Press reported.

The CBS owns seven standard stations and has a minority interest in another. It has four FM stations and one television station.

The American Broadcasting Company has five AM and five FM stations, and construction permits for five television stations, of which one is operating.

The National Broadcasting Company owns six standard stations has three FM stations on the air and permits for three more, has two television stations on the air and permits for three more.

The impression in radio circles is that the proposed new rule on AM station ownership was aimed primarily at individuals holding substantial interests in large numbers of stations.

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Funds sufficient for the purchase of four television receivers for installation in Washington area hospitals have been received by Bill Herson of Station WRC from his morning radio listeners. The first receiver purchased was installed this week in a ward at the Naval Hospital in Bethesda. A second set, a Philco table model made available at cost by the Joseph M. Zamoiski Co., will be presented Friday by Mr. Herson to patients at the Glen Dale Sanatorium, Washington.

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FORT INDUSTRY RE-ALIGNS EXEC. DUTIES OF DETROIT STATIONS

The Fort Industry Company has announced re-alignment of certain managerial responsibilities to give effect to the growing importance of its operations in Detroit, Mich., where the Company owns sound broadcasting stations WJBK and WJBK-FM and television station WTVO.

Richard E. Jones, for the past eight years Commercial Manager of CKLW, has been appointed Managing Director of WJBK and WJBK-FM. Ralph G. Elvin, who for the past year has been coordinating the activities of both sound and television broadcasting, has been named Managing Director of WTVO and will be responsible for the operation of that station, which is expected to be on the air by November 1. The appointments were announed by Lee B. Wailes, Vice-President in charge of operations of The Fort Industry Company.

Mr. Jones is widely known in Detroit radio circles and has been connected with the broadcasting industry since the Spring of 1941 when he became Sales Promotion Manager of CKLW. He was made Sales Manager one month later, which position he has since held. He is a native of Bay City, Michigan.

Mr. Elvin brings to his position as head of television station WTVO, a background of both newspaper and radio experience and has been associated with The Fort Industry Company for the past nine years, first in Lima, Ohio, then in Detroit.

The Fort Industry Company, of which George B. Storer is President, owns television station WSPD-TV in Toledo, Ohio, which started operations on July 21. In addition to television station WTVO in Detroit, the Company is building television station WAGA-TV in Atlanta. The Fort Industry Company owns directly or through subsidiaries Radio Stations WAGA, Atlanta; WGBS, Miami; WJBK, Detroit; WLOK, Lima, Ohio; WMMN, Fairmont, West Virginia; WSPD, Toledo, O.; WWVA, Wheeling, West Virginia.

"The re-alignment of executive duties in Detroit as announced by Mr. Wailes", said Mr. Storer, "has been made in line with the Company's development in both the sound and television broadcasting fields. It is expected that our Detroit television station WTVO will take to the air approximately November 1 and by the first of the year both our sound and television activities will be housed in new quarters in Detroit's Masonic Temple Building."

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RCA OPENS FIRST DIRECT RADIOTELEGRAPH CIRCUIT TO SOUTH AFRICA

Opening of the first direct radiotelegraph circuit between the United States and the Union of South Africa was announed Tuesday, Aug. 23, by Harry C. Ingles, President of RCA Communications, Inc., 66 Broad Street. The circuit connects New York and Capetown.

Emphasizing the importance of the direct communications service, Mr. Ingles said that millions of words are handled annually between these distant trade centers. He said American exports to the Union of South Africa had amounted to $414,000,000 in 1947, with imports from there totalling $111,000,000.

The first message from New York to Capetown over the new circuit was filed by H. T. Andrews, Envoy Extraordinary and Minister Plenipotentiary of the Union of South Africa to the United States, and Permanent Representative to the United Nations. It was sent to Prime Minister D. F. Malan of the Union of South Africa.

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"AXIS SALLY" LIKELY TO FACE JURY WITHIN 10 DAYS

"Axis Sally", the 47-year old American woman who the Government says used to broadcast on Hitler's radio to GIs reminding them of the comforts of home and of the company of girls and wives, arrived in Washington last Saturday from Germany to face a charge of treason.

After going through the customs, she was taken to the offices of United States Commissioner Cyril S. Lawrence where she was arraigned on a charge of treason, and the hearing continued until August 31 to permit her to obtain counsel and discuss the case.

Two hours after she stepped from a C-54 luxury plane at Bolling Air Force Base in Washington, D. C., she was in District Jail, held without bond on a charge for which the maximum penalty is death.

Treason charges against her will probably be presented to the District grand jury within 10 days, the Justice Department announced Monday.

John M. Kelly, Jr., Special Assistant to the Attorney General, said, "We are moving ahead with routine preparation of the case and with as much dispatch as possible to present the facts to the grand jury."

"Axis Sally", in real life Mildred Elizabeth Sisk, alias Mildred Elizabeth Gillars, broadcast for the Nazis during the war. She allegedly started broadcasting Nazi propaganda to England in 1940 for the Reich Broadcasting Corp. When the United States entered the war, officials said, she beamed her propaganda to American troops in North Africa and Italy.

After the invasion of Normandy in 1944, she is said by officials to have made recorded hospital interviews with wounded American soldiers, and in the introductions to her broadcasts described the horrible wounds and the blood bath of American lives.

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HOUSE GROUP QUESTIONS FCC ON RADIO GIFTS BAN

The Special House Congressional Committee which is investigating the Federal Communications Commission, last Saturday said that the law on which the FCC is basing its crackdown on "give-away" radio programs has been repealed.

Last Friday the Committee, through its attorney Frank T. Bow, made public a letter which it had sent to Wayne Coy, Chairman of the Commission, asking if the FCC "still plans to proceed and under what authority." Mr. Bow said the rules would apply to Section 316 of the Communications Act prohibiting certain programs, but that the section was repealed last June by a recodification act.

"We are taking no position in the matter", Mr. Bow told a reporter. "We are merely inquiring what procedure they are going to follow."

Mr. Bow said that a section of the criminal code covers lotteries and give-away programs in much the same language as the repealed section; criminal violations, he said, must be prosecuted by the Justice Department, rather than the FCC. Perhaps, he said, the Commission could get at the give-aways under its rule making powers, with any criminal violations to be prosecuted by the Justice Department. Or, he said, it might be able to take some action against the programs to which it objects when it considers renewal of licenses.

Mr. Bow said today that up to this time (4 P.M. Wednesday, Aug. 25) no reply had yet been received from the FCC, but intimated that perhaps by Friday there might be something to report.

In the meantime, the National Association of Broadcasters, whose members would be affected by the proposed rules, issued a statement by its General Counsel Don Petty, who was in Minneapolis attending the 11th NAB District meeting, due to many inquiries from broadcasters on the subject which had reached large proportions. NAB will file a brief in connection with the proposed rules at the proper time, Mr. Petty said.

Mr. Petty's complete statement follows:

"On August 5, 1948, the FCC issued its proposed rules and regulations relating to lotteries and gift enterprises on radio programs based on Section 316 of the Communications Act of 1934, as amended, a criminal provision. Some months ago, Congress repealed Section 316, effective September 1, 1948, and the substances of that section was incorporated in Section 1304 of the United States Criminal Code. Thus, after Sept. 1, there will be no section in the Communications Act relating to lotteries for the Federal Communications Commission to administer. It is clear, therefore, that the Department of Justice is the appropriate agency to enforce compliance with the lottery statute."

The FCC, in its notice of the proposed rules, had announced that interested parties should file statements or briefs by Sept. 10.

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MRS. ELEANOR ROOSEVELT AND ANNA SIGN ABC RADIO CONTRACT

Mrs. Eleanor Roosevelt and her daughter, Anna Roosevelt Boettinger, have signed a contract with the American Broadcasting Co. to present a five times a week afternoon radio program series starting October 4, Charles C. Barry, ABC Vice-President in charge of radio and television programming, announced Monday.

The program, tentatively titled "Eleanor and Anna Roosevelt" will discuss national and world events of interest to women, as well as items of general interest in the fields of fashions, the theater, literature and education.

The programs, exact time of which will be announced later, will originate in Hollywood where Anna Roosevelt Boettinger will make her home, and from wherever Mrs. Eleanor Roosevelt is at the time of broadcast. Mrs. Roosevelt sails for Europe and the Paris meetings of the United Nations on September 13. During her stay in Europe her portion of the programs will be short-waved to America. However, her discussions will not be restricted to United Nations' activities, but will cover European problems as a whole, including food, travel and housing conditions, fashions and clothing problems, and the general progress of reconstruction.

To be broadcast over the coast-to-coast network of the American Broadcasting Company, "Eleanor and Anna Roosevelt" is available for commercial sponsorship.

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FCC PROPOSES REVISION OF RULES ON MOTIONS AND INITIAL DECISIONS

The Federal Communications Commission proposes revising its Rules and Regulations to provide for initial decisions to be issued by hearing examiners or Commissioners presiding at hearings, and for motions presently handled by the Motions Commissioner, with certain exceptions, to be acted upon by hearing examiners. Thus, an initial decision would take the place of and serve the same purpose as a proposed decision of the Commission.

These and other changes are intended to relieve the workload of the Commission in such matters, especially that of the Motions Commissioner, and also be a convenience to practicing attorneys. They were proposed after Commission study which involved consideration of suggestions by the Federal Communications Bar Association.

Statements or briefs on these proposals will be received by the Commission on or before September 27, 1948.

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NBC MIDWEST TV NETWORK OF 5 STATIONS BEGINS OPERATION SEPT. 20

The National Broadcasting Company's Midwest television network comprising five stations at the outset will begin regular program operation on Monday, Sept. 20, it was announced Tuesday by I. E. Showerman, NBC Vice-President in Charge of the Central Division.

Original members of the Midwest net will be stations KSD-TV, St. Louis; WWJ-TV, Detroit; WTMJ-TV, Milwaukee; WSPD-TV, Toledo, and WBEN-TV, Buffalo.

Plans for the network operation were made Tuesday at a meeting of NBC and station officials in Chicago. Showerman said that St. Louis and Detroit will serve at key program origination points with a minimum service of 12 hours of programming a week planned during the early stages of the operation.

Some programs also will be telecast from Toledo with Station WNBQ, NBC video outlet in Chicago, and WNBK, NBC, Cleveland, scheduled to become the hub of the skein when they go in the air later in the season.

The Midwest network is expected to be joined with the NBC East Coast Network by Jan. 1, 1949.

Coaxial cable will be used for program transmission between all points except Chicago and Milwaukee and Detroit and Toledo where service will be by micro-wave relay.

Programs to be offered on the network will be announced later, but George M. Burback, General Manager of KSD-TV, and Harry Bannister, General Manager of WWJ-TV, said that the schedules will include a full variety of programs from musical shows to sports events.

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RMA GROUP NAMED TO PRESS EXCISE TAX RELIEF

Before a new Congress and Administration next January, the radio industry's efforts to repeal or reduce the 10% radio excise tax will be pressed vigorously. RMA President Max F. Balcom has appointed a new and enlarged committee, representative of all important industry groups, to wage an intensive tax reduction campaign, promptly and vigorously with assembly of the new Congress.

President Joseph Gerl of Sonora Radio & Television Corp. continues as Chairman of the RMA Excise Tax Committee and the Vice Chairman is A. M. Freeman of the RCA Victor Division. The personnel includes tax experts, several RMA Directors and representatives of the set, tube, parts, transmitter and other groups, for united action on the radio excise tax. Congressional leaders have announced that the excise tax schedules will be overhauled and that those, like the radio tax, bearing directly on the buying public and retarding sales will be eliminated, presenting an opportunity in the continued RMA campaign for tax reduction.

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AGREEMENT BETWEEN CANADA AND U.S. ON FM IS ANNOUNCED

The Federal Communications Commission announced last week the text of an agreement between the United States and Canada concerning FM broadcast station assignments in both countries in the 88-108 mc. band, after a series of meetings had been held between representatives of the Department of Transport of Canada and the FCC. This agreement has been officially confirmed by an exchange of diplomatic notes between Canada and the United States.

The purpose of the agreement is to coordinate FM broadcast station assignments on both sides of the United States-Canadian border in order that no objectionable interference will occur between stations in the two countries, and involves correlation of assignments within 250 miles of the border.

The text of the agreement follows:

"Allocation plans for United States Frequency Modulation Broadcasting Stations and for Canadian Frequency Modulation Broadcasting Stations are described in Appendices I and II. The channel number system used in these appendices is in accordance with Appendix III.

"Assignments will normally be made on the basis of omni-directional antennae but it is recognized that directional antennae may advantageously be used in certain instances to reduce interference between stations.

"Assignments made at points which are more than 250 miles from the nearest point on the border of Canada and the United States will normally have no international significance and need not be notified except in cases of unusual powers and unusual antenna heights.

"Where distances less than 250 miles are involved, all assignments shall be notified in the following manner:

(1) Notification shall be made by an exchange of documents between the Federal Communications Commission and the Department of Transport.

(2) Notifications shall include full information on transmitting antenna locations by geographical coordinates, antenna height above average terrain, antenna height, above mean sea level, and effective radiated power. In the event an antenna, directional in the horizontal plane, is proposed, the directional pattern and other pertinent information shall be submitted.

(3) Each country shall have 15 days from the date of notification in which to protest the proposed assignment.

(4) If, within the 15 day period prescribed in (3) above, no objection is raised, a notified assignment shall be considered final.

"Wherever possible assignments made within 250 miles of the border should be in accordance with Appendices I and II.

"No allocation plans have been adopted as yet for assignment of stations in the 88 to 92 megacycle portion of the band, which has been designated for use by non-commercial, educational broadcasting in both countries. When such a plan has been formulated, the procedure specified above shall apply."

Copies of the complete agreement may be obtained from the Government Printing Office, Washington 25, D. C.

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CONSTRUCTION STARTS FOR KTTV, COLUMBIA TV LINK IN LOS ANGELES

An advance corps of construction workers, broadcasting engineers and technicians last week converged on the Bekins Building in Hollywood to start transforming its entire 14th floor into main offices and studios for KTTV as the Los Angeles link in the Columbia Broadcasting System's nationwide television chain.

Meanwhile work is being pushed to completion on a new building atop 5,700-foot Mt. Wilson for KTTV's transmitter. Considered one of the most advantageous transmitter sites in Southern California, it adjoins the Frequency Modulation transmitter of KNX, Columbia-owned station in Hollywood.

Construction on both the KTTV office-studio and transmitter plans is scheduled for completion by October at a cost of more than $250,000, exclusive of equipment, according to Harry W. Witt, Acting General Manager for the station, which will be operated by the Times-Mirror Company of Los Angeles. CBS has applied to the FCC for permission to acquire a 49 percent interest in the station.

These KTTV units are to be joined, Mr. Witt said, by other studios, as soon as adequate locations can be determined, and mobile equipment for remote pickups, providing thorough coverage for the local outlet, and, eventually, the CBS-TV transcontinental network from the world's movie capital.

In addition to offices for a staff of more than 50, the Bekins Building 14th floor, when converted, will include one large television studio, with accommodations for three sets, a telecine studio for film telecasting, a master control room, announcer's booth, newsroom, etc.

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ROBERT E. KINTNER ELECTED TO BOARD OF TBA

Robert E. Kintner, Executive Vice-President of the American Broadcasting Company, has been elected a member of the Board of Directors of the Television Broadcasters' Association, J. R. Poppele, President of the TBA announced Monday. Mr. Kintner's term as a Director will run until the annual meeting of the Association in January, 1949.

The Television Broadcasters' Association, the guiding body of the video industry, is comprised of member of a majority of the television stations now in operation in this country as well as representatives of many video stations now under construction.

ABC Executive Vice President Kintner has held this position since November 16, 1946, having previously served as a Vice-President of the network since September 15, 1944. Prior to joining ABC, he wrote a syndicated newspaper column with Joseph Alsop, and previous to that he was a Washington correspondent for the New York Herald Tribune.

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ABC LEASES CHICAGO CIVIC THEATRE FOR AM-TV STUDIOS

The Chicago Civic Theatre, stated to be the world's most elaborate, modern and comfortable legitimate theatre, has been leased on a long term basis by the American Broadcasting Company and will be converted into AM and television studios prior to Friday, September 17, according to an announcement made Monday. Extensive reconstruction and redesign of the theatre already is underway and will be completed prior to the night of September 17 when Chicago's newest television station, WENR-TV, makes its jubilant debut on Channel 7.

"The station, which opens appropriately on Channel 7 at 7:00 P.M., on September 17, is continued proof that the American Broadcasting Company intends to become the world leader as a television network", Mr. Paul B. Mowrey, National Director of ABC television said, in discussing the opening of the television station. "Via the facilities of WENR-TV, we will bring, from the initial program, programs of network calibre to the midwest.

"Our main efforts in the Chicago inaugural will be directed toward presenting to the WENR-TV audience a preview of some of the programs and stars who will entertain and inform them during our regular daily schedule of television. City, State and Federal officials will join with officials of the American Broadcasting Company in our premiere presentation, in a salute to Chicago's newest television station."

When completed, the new studio will surpass in ultra-modern equipment any present video installation in the mid-West. It will be equipped with the latest types of studio, motion picture and field cameras, a hand-out declares. The television control room will contain picture monitors, camera controls and audio equipment as well as a push-button operated video switching system which will permit the producers to make full choice of studio cameras, film cameras, remote programs, or combinations thereof, for the production of the most elaborate television shows.

In addition to the television control booth, an AM control room will be constructed offstage and to the left.

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TERRY NAMED VICE-PRESIDENT IN CHARGE OF CROSLEY TELEVISION

The appointment of Marshall N. Terry as Vice-President in Charge of Television activities of the Crosley Broadcasting Corporation was announced Tuesday by R. E. Dunville, Vice-President and General Manager of the company.

At the same time Mr. Dunville disclosed the appointment of James B. Hill as Sales Service Manager for WLW-T, Crosley television outlet in Cincinnati. The merchandising responsibilities of Mr. Terry's recent post will be taken over by Jack M. Zinselmeier. David E. Partridge, WLW Sales Promotion Manager, who previously reported to Mr. Terry, will be responsible directly to the General Manager's office.

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SCISSORS AND PASTE

Radio Religion
("Washington Post")

A group calling itself the Religious Radio Association has revived an ancient controversy by petitioning the Federal Communications Commission to clarify its stand on atheist radio programs. Three or four years ago, one Robert Harold Scott petitioned the Commission to revoke the licenses of three California stations on the ground that they refused to make any time available to him, by sale or otherwise, for the broadcasting of talks on the subject of atheism, while permitting the use of their facilities for direct arguments against atheism as well as for indirect attacks in the form of religious programs. The Commission did not revoke the licenses of the three stations. It did use the occasion, however, to remind broadcasters that "freedom of religious belief necessarily carries with it freedom to disbelieve, and freedom of speech means freedom to express disbeliefs as well as beliefs. . .The holders of a belief should not be denied the right to answer attacks upon them or their belief solely because they are few in number.

Thus the broadcasters are under a vague directive from the FCC to afford atheists some opportunity at least to defend themselves against attack. It is by no means an easy problem from the broadcasters' point of view. They have had trouble enough with competing claimants for time among proponents of religion - some of whom have proved mere mercenaries. Some broadcasters sell time for religious broadcasts, some give their facilities gratis to preachers of their choice, thereby inciting the resentment of those to whom the same facilities are denied; still others deal with the problem by devising and supporting religious programs of their own. One way or another they make available to the listening public a good deal of religion on the air.

The broadcasters have an obligation to serve the public taste and inclination as well as to provide a medium for the expression of conflicting ideas. This is not to say that atheism should be ruled off the air simply because it is unpopular; it is merely to note what must be obvious, that the public interest in a balanced program structure would scarcely be served by permitting atheists to reply every time someone advocated the worship of God. The prohibitionists could as rationally insist that they be allowed to answer every program promoting the consumption of alcoholic beverages. Plainly, however, no such construction of the FCC dictum in response to the Scott petition is warranted. The Religious Radio Association seems to be seeing ghosts. All that is required of the broadcasters is that they give bona fide organizations of free-thinkers or atheists in communities where these exist a chance to rebut direct assaults upon their beliefs. Believers in religion will certainly suffer no hurt from affording such an opportunity for expression to those with whom they deeply disagree.

Editor's Note: A hearing is to be held September 1 on the question of free time to atheists by the Federal Communications Commission.

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Truman's 2 A.M. Next-to-Closing Act Deemed Poor Showmanship
("Variety")

The broadcasting industry's post-mortem verdict on President Harry S. Truman's acceptance speech in Philadelphia was that it was a hit "special events" show which played to an almost empty house.

Undoubtedly, but for bad timing, the No. 1 Democrat's fighting, almost entirely off-the-cuff talk would have copped a sock Hooper both on tele and radio. Its 2 A.M. teeoff, however, amounted to a case of poor showmanagement which conceivably cost Truman a great many votes.

For the speech - general conceded to be the best of Truman's career - lost much of its punch in print; it was a cinch to get no favorable play in the predominantly Republican press of the country; it broke too late for the morning papers' home editions, and, by the time the afternoon sheets were out, the Republicans had had time to top it with loud cries of "cheap politics".

If the Demo party bosses' planning hadn't been fouled up by the Dixie revolt, a long series of nomination seconding harangues and such incidents as the ill-fated pigeon stunt, the President might have taken to the air between 10 and 11 P.M. That was the blueprint. And the time was still not too late to give Truman a whopping AM-TV audience.

As it turned out, the consensus is,he probably lost virtually all of his tele audience (it being confined to the eastern time zone), and most of his radio audience except in the west.

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Strange State Of Mind For Industry's Right To Free Speech
(Harry MacArthur in "Washington Star")

The radio broadcasters are indulging themselves in some curiously contradictory behavior these days. Over in Baltimore they are standing to the battlements to defend freedom of the speech and the press. Five Baltimore radio stations are facing contempt-of-court charges for broadcasting crime news in alleged violation of a 1939 court rule in the Maryland city and the radio people are not the only ones viewing with alarm.* * * *

The American Newspaper Publishers' Association has joined the broadcasters in their stand against what appears to many an abridgment of freedom of speech and the press. So, at least in spirit if not actively, must any one else who cherishes the basic freedoms of the Bill of Rights.

At the same time, the broadcasting industry is showing a strange unconcern in another quarter, when it might have been expected to howl that those same rights were being hacked away. The Federal Communications Commission has hinted that some of those uninhibited give-away shows might be considered lotteries and may be told to get off the air. Instead of charging the FCC with overzealousness, which they often feel called upon to do, the broadcasters are just nodding their heads in solemn agreement.

It has been suggested that lotteries, if that's what the programs actually are under law, are the concern of the Department of Justice and the Federal courts, rather than the FCC. The House Select Committee to investigate the FCC Saturday turned out to be a supporter of this point of view. Before this the industry's reaction

(continued at bottom of page 16)

TRADE NOTES

One of the nation's largest high-frequency two-way police communications system was recently installed and put in operation by the City of Richmond, Va., it was disclosed this week by the RCA Engineering Products Department, which furnished the equipment. The system, broadcasting over Station WPHF, will operate at 155.01 megacycles for the station transmitter and mobile receivers, and at 156.09 megacycles for the mobile transmitters.

Paul A. Porter, former Chairman of the Federal Communications Commission, who was drafted by President Truman several weeks ago to "sell" the Administration's anti-inflation program to Congress, went back to his private law business last week. The President announced that he has accepted Porter's registration as a temporary special assistant.

Robert G. Thompson has been named Manager of Network Technical Operations for the Columbia Broadcasting System and Chief Engineer of Station WCBS, New York, and John D. Gilbert becomes Assistant Manager of Network Technical Operations, in two new appointments announced last week by Henry Grossman, CBS Director of Broadcast Operations.

Royal V. Howard, Director of the National Association of Broadcasters Engineering Department, has been awarded a certificate of appreciation for his "outstanding contribution to the work of the Office of Scientific Research and Development during World War II". The certificate, given by the War and Navy Departments jointly, was signed by Robert P. Patterson, Secretary of War at the time of the official award, and James Forrestal, then Navy Secretary.

The NAB engineering director's award was in recognition of his work as Director of the Operational Analysts Staff, Headquarters U.S. Army, European theater, the group known as "combat scientists".

An Initial Decision by Presiding Commissioner Sterling was released Tuesday looking toward suspension of amateur station and operator licenses of Joseph Allen Jurkowski, Horseneck Road, Caldwell, N.J., for a period of three months, commencing on the effective date of the Decision, and further ordering that the provisions of all Orders not in conformity with the Decision be revoked.

A similar decision was released looking toward suspension of amateur licenses of Reuben E. Gross, Staten Island, N.Y. for a period of six months, commencing on the effective date of the Decision, and that the commercial operator licenses and permit presently held by respondent be continued in full force and effect; further ordered that the Commission's Order of suspension and revocation, dated March 17, 1948, be rescinded and revoked insofar as it is inconsistent with the findings, decision and Order.

WPTZ, Philco Television Broadcasting Corp., Philadelphia, will install a new television transmitter during September. At the cost of $87,000, the new equipment promises improved quality and better coverage for the Philadelphia station.

Robin D. Compton, veteran television engineering consultant, has been appointed Technical Director of WOIC, Washington, D. C., WOR's television outlet in the Nation's capital. Mr. Compton's appointment was made by Eugene S. Thomas, General Manager of WOIC, who said that Compton takes up his duties immediately. Mr. Thomas also pointed out that Mr. Compton's activities will be coordinated with WOR-TV, and WOR, by J. R. Poppele, Vice-President in charge of Engineering for the group of stations.

The Emerson Radio & Phonograph Corp. notified distributors Monday that its forthcoming price increases on its radio and television line would range from 6 to 15 per cent.

Benjamin Abrams, President, said the retail price of the company's $14.95 table model radio, for example, would be $16.95 under the new price schedule effective September 1. A table model television set now retailing for $269.50 will go up to $299.50.

The company had announced earlier in the month that it would raise its prices because of higher costs of materials and labor.

A new folder cataloging the complete RCA line of miniature electron tubes - the most comprehensive selection of these tubes available in the industry - has been prepared by the Commercial Engineering Section of the RCA Tube Department. Covering 64 miniature types, the new folder, MNT-30B, supersedes the Tube Department's MNT-30A and includes sixteen additional types.

A plaque, carefully carved out of wood and painted by the youths of the Washington Junior Police and Citizens' Corps, Inc., was awarded last Saturday to WTOP and the Columbia Broadcasting System as "a token of appreciation for outstanding community service rendered"

The plaque was awarded for WTOP's "unselfish service in bringing before the radio audience the work of the Junior Police and Citizens' Corps", according to Officer Oliver A. Cowan, Director.

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"Strange State of Mind for Industry's Right to Free Speech"
(continued from page 14)

seemed to be one of grudging welcome of the threatened FCC action. They'd be happy to give radio back to the entertainers and be rid of the give-away shows, the broadcasters say. Nothing could please them more than to have the FCC tell them to do just that.

For an industry jealous of its right to speak freely without censorship, this is a strange state of mind, indeed. The movie industry once cleaned itself up when that needed doing, without waiting for some outside agency to step in and do the job. If the fabulous give-aways should be dispensed with, the broadcasters could look better by assuming some of their own responsibility.

Better, that is, than they will look by waiting for the FCC, or the Department of Justice as the case may be, to stop the music.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1840

September 1, 1948

TWO HOURS TELEVISION A NIGHT IS ENOUGH, SAYS BRITISHER

Declaring because of the fact that you are required to look at the pictures and cannot do this subconsciously as with the radio where many are able to work or read while it is turned on, Cecil McGivern, Head of Television Programs, of the British Broadcasting Corporation, declares a few hours a day of television is sufficient for anybody.

"Therefore, we don't broadcast all day long in London, like sound radio", says Mr. McGivern. "We transmit twice a day; in the afternoons from three to four, and in the evenings from eight-thirty to ten or ten-fifteen, sometimes ten-thirty. To a person who is thinking of paying £60 or £70 or £100 for a television set, that might seem a very short time - but television is a great time-stealer.

"You can switch on your radio set and carry on with your work to a pleasant background of music, but pictures do not stay in the background. You have got to look at them. You cannot close your eyes to television, or even turn them away. And up to two hours a night is just about enough for the ordinary person to look at his television set.

"We in television sometimes wish that our viewers did not look quite so long. Most of them seem to watch everything, and expect to be entertained and interested by everything, and, obviously, you just cannot please everybody all the time."

According to Mr. McGivern, there are nearly 50,000 television license-holders in the London area and by the end of the year, British manufacturers will be turning out sets at the rate of 100,000 a year. It is reckoned that 500,000 people saw on television screens Princess Elizabeth leave Buckingham Palace for Westminster Abbey and return with her husband Prince Philip at her side.

The speaker told how television broadcasting studios had been established in the famous old Alexandra Palace on top of a hill eight miles north of the centre of London.

"The grounds on the slope of the hill are very pleasant, as a matter of fact", Mr. McGivern explains; "and on fine evenings and at week-ends, fathers and mothers and their children, and courting couples, stroll about the grounds and circle the palace, taking the air and gazing down on smoky London spread below them. But when it is cold, or when fog is lying over London and swirling round the hill, they are entirely empty.

"The wind blows in through the glass roofs shattered by a flying bomb, which plunged into the grounds during the latter part of the war. Yes, dead looking, derelict looking. All but one corner, and that corner is excitingly enthusiastically, exuberantly alive. That corner is the present home of the Television Service of the BBC.

"They have a mysterious language of their own, television producers, and if you were there listening to them, this is the sort of thing you would be likely to hear:

"'Track in camera No. 2, track in, in, in, in, all right. Centre her face, right, hold it. Pull out No. 1, slowly, slowly, keep her feet in shot will you. All right, all right, mix to two.'"

"But description becomes almost impossible. Television must be seen to be understood. Nor is television only the studios and the people who work in them. There are, in this corner of Alexandra Palace, programme planners as well as producers, administrators as well as actors. There are designers, painters, carpenters, typists, messenger boys, and commissionaires. And in the control rooms and transmitter rooms are the engineers. More than 400 people are engaged in this business of television at Alexandra Palace. They make one, big team - for television depends, exists, on team work.

"I wonder if all this seems complacent. I wonder if we seem self-satisfied. I assure you we are not. We in television are satisfied with practically nothing in television. We are busy developing new cameras, we are dissatisfied with our technique and our methods, and constantly try others.

"Television began in Britain in 1936. The war took five years out of its life - it is hardly six years old yet."

"It has ceased to crawl; it can walk sturdily, but occasionally it stumbles. And we are the first to admit it. We realize what an immensely powerful medium of entertainment and education is in our hands. We realize our responsibility and we realize our shortcomings.

"Our engineers will not be satisfied until they can send to you over the air not only my words, but also my face. I, as a program official, will not be satisfied until we can send you not my face, but a picture of the life, the entertainment, the sport, and the activities of Britain."

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REINSCH CONFERS WITH TRAMMELL RE WSB-NBC TV AFFILIATION

Plans are going ahead rapidly for WSB, Atlanta's television station, expected to be the first to begin operation below the Mason-Dixon Line.

J. Leonard Reinsch, Managing Director of the former Governor Cox radio stations of which WSB is one, was in New York City last week conferring with Niles Trammell, President of the National Broadcasting Company, with which WSB-TV will be affiliated.

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ADM. ELLERY STONE NEW PRES. OF FEDERAL RADIO, INTER. STAND. ELEC.

The election of Rear Admiral Ellery W. Stone (USNR) as President, and General William H. Harrison as Chairman of the Board, of both the Federal Telephone and Radio Corporation and its world-wide manufacturing and sales subsidiary, the International Standard Electric Corporation, has been announced by Col. Sosthenes Behn, Chairman and Chief Executive Officer of the International Telephone and Telegraph Corporation, parent concern of the two companies. Fred T. Caldwell, formerly President of Federal Telephone and Radio and International Standard Electric was elected Vice Chairman of the Boards of both corporations. These appointments will become effective on September 1.

Admiral Stone, since 1931, has served in various executive capacities with the I. T. & T. System, most recently holding the post of Executive Vice President of Federal Telephone and Radio, domestic manufacturing subsidiary of I. T. & T. General Harrison, Vice-President in charge of Operations and Engineering of the American Telephone and Telegraph Company, recently was elected President of I. T. & T., also to become effective on September 1. During the war he served as a Major General, acting as Director of Procurement, Army Service Forces, Washington, D. C.

A native of Oakland, California, Admiral Stone attended the University of California where he specialized in radio engineering. From 1924 to 1931 he was President of the Federal Telegraph Company prior to acquisition by I. T. & T. and from 1931 to 1937 was Vice-President and Director of the Mackay Radio and Telegraph Company. He then served as Executive Vice-President of Postal Telegraph, Inc., and was elected President of the Postal organization in December 1942. In 1943 he was recalled to active duty with the United States Navy. He served as Chief Commissioner of the Allied Commission for Italy until early 1947, with headquarters in Rome.

In addition to various campaign medals for service during World Wars I and II, Admiral Stone also holds both the United States Navy and the United States Army Distinguished Service Medals. He is a Knight Commander of the British Empire, a Knight of the Grand Cross of St. Maurice and St. Lazarus (Italy), a Grand Officer of the Crown of Italy, and a Knight of the Grand Cross of San Marino.

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RMA COMMITTEE FOR FOREIGN TRADE PROMOTION APPOINTED

President Balcom has appointed, with expanded personnel, the RMA Export Committee for 1948-49. Promotion of the industry's overseas sales is the Committee's major responsibility and a new recent project is special promotion of American television transmitter and set sales abroad. The Committee also distributes special statistics monthly on U.S. radio exports, an exclusive service for RMA member companies, and handles many export development affairs with the State, Commerce and other Federal departments.

James E. Burke, of the Stewart-Warner Corp. has been reappointed as Chairman of the Committee, together with E. E. Loucks, of the Zenith Radio Corp. as Vice Chairman.

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HEARINGS SET OCT. 6 ON 2-WAY RADIO

The Federal Communications Commission has scheduled oral argument, to commence on October 6, 1948, in the following nine proposed rule-making proceedings which were announced last Spring:

General Mobile Radio Service; Proposed Rules and Regulations Governing Domestic Public Mobile Radiotelephone Services; Promulgation of new Part 16 - Rules Governing the Land Transportation Radio Services; Promulgation of new Part 11 - Rules Governing Industrial Radio Services; Revision of Part 10 - Rules Governing Public Safety Radio Services; Allocation of Frequencies Between 25 and 30 Mc; Allocation of Frequencies Between 44 and 50 Mc and Between 152 and 162 Mc; Allocation of Frequencies Between 72 and 76 Mc; Allocation of Frequencies in the Band 450-460 Mc.

There is widespread interest in these proceedings, which affect radio communication facilities for public bodies, business and individuals. Chiefly concerned are land transportation services such as intercity buses and trucks, urban transit vehicles, taxicabs and railroads; domestic public mobile radio-telephone services offering common carrier telephone connection with land vehicles; industrial radio services for power, petroleum, forest products and other commercial or industrial operations; and public safety services covering police, fire, special emergency, forestry-conservation, and highway maintenance radio communication. The contemplated frequency allocations are related to such use.

In consequence, the Commission is providing that any interested person may participate by filing, not later than September 15th next, a written statement (in duplicate) of such intention, stating the nature of his interest and an estimate of the time required for his oral presentation. The oral argument will be before the Commission in Washington.

It is not possible for the Commission to supply copies of the bulky proposed rules involved. However, they were all published in a single issue of the Federal Register, and that particular June 23, 1948 issue may be purchased by mail or in person from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 20 cents a copy. It can be ordered singly or in quantity from that source direct.

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The Association of Women Broadcasters of the National Association of Broadcasters has scheduled four district meetings to be held during the Fall, Association officers announced last week.

The four meetings scheduled for the AWB are: Sept. 25-26, Cincinnati, O.; Sept. 28-29, Kansas City, Mo.; Oct. 1-3, Rochester, N.Y.; Nov. 6-7, San Antonio, Texas.

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"METROPOLITAN OPERA" TO BE AIRED BY ABC; TELEVISION PLANNED

The weekly Saturday matinee performances of the Metropolitan Opera will be broadcast again this season by the American Broadcasting Company and a coast-to-coast network, it was announced last week by Mark Woods, President of the American Broadcasting Company.

In addition, Mr. Woods said, plans now are under way for the presentation of the performances for the 1948-49 season by television. The American Broadcasting Company is now negotiating with the various unions involved, looking forward to the first regular televised opera series.

"We are pleased that there will be a season by the Metropolitan Opera this year", Mr. Woods said, "despite the difficulties involved. It is to the credit of all concerned that the problems which, a few weeks ago seemed certain to preclude a 1948-49 season, have been resolved through negotiations.

"The Saturday afternoon opera performances have long been an outstanding feature of the American Broadcasting Company's musical programming. We believe that music lovers everywhere will welcome the news that the finest in music and voices will be brought into their homes by radio again this year."

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ZENITH SHIPMENTS PASSED THREE MONTHS' TOTAL $14,137,861

Zenith Radio Corporation reports estimated net consolidated operating profits for itself and its subsidiaries for the first three months ended July 31, 1948, of its current fiscal year amounting to $104,969, after Federal income tax provision of $62,309, depreciation, excise taxes and reserve for contingencies.

"Shipments for the three month period amounted to $14,137,-861. Demand for many of the company's models, particularly its outstanding line of portable radios, continued at a brisk rate during the quarter", Commander E. F. McDonald stated. "The normal Summertime seasonal decline in console radio business, together with a two weeks' vacation shutdown period, were limiting factors on shipments during the quarter.

"During the past few weeks there has been a noticeable upturn in sales of console combinations. The company anticipates that sales will continue to accelerate and is planning for a substantial volume of radio business during the balance of the year.

"The company has recently introduced several console combination models with two tone arms; the regular "Cobra" tone arm which plays conventional records, plus a new "Cobra" tone arm for reproducing "long-playing" records.

"The company is continuing to receive substantial orders for car radios from leading automobile manufacturers.

"Sales volume of the new single unit Model 75 hearing aid is being maintained on a satisfactory basis.

"The company is making rapid progress in the production of its complete new line of television receivers to be placed on the market this Fall. Provision will be made in all models for the incorporation of Phonevision, Zenith's exclusive new development in television, plus many other improvements and advanced features not presently available."

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FCC RULE ALLOWING ATHEISTS RADIO TIME CALLED "THOUGHT CONTROL"

The hearing which Representative Forest A. Harness (R), of Indiana, Chairman of the Special House Investigating Committee called yesterday (Tuesday) in response to protests from religious and radio groups which claimed that the decision of the Federal Communications Commission to permit atheists radio time to reply to religious broadcasts, brought forth a goodly number of witnesses.

Rep. Harness has called the decision a possible move "to drive religion from the air." The Committee was holding the current hearings, he said yesterday, to find out if the FCC had any legal authority to promulgate any such ruling.

The FCC has held that atheists have such rights in the so-called Scott decision of July 19, 1946. Its findings have been assailed both by radio interests and religious groups.

Don Petty, counsel for the National Association of Broadcasters, told the Committee that a recent decision of the FCC on the right of "atheists" to radio time "constitutes thought control." The decision amounts to the Federal Government telling a broadcaster "what he must put on the air", he testified. "It is a violation of the First Amendment, the Communications Act and court decisions."

At the same hearing, the Committee was told that there are "50,000,000 ahteists in the United States" by Charles Smith of New York, President of the American Association for the Advancement of Atheism.

Although Mr. Smith criticized the FCC for failure to rule "squarely" that atheists were entitled to equal time on the air with any "religious" group, he said the Communications Commissioners are better "theologians than some of the witnesses who appeared today."

He referred specifically to testimony of Dr. Lowery Calhoun, of the Yale Divinity School, who characterized the FCC decision as "a tissue of naivete and contradictory argument."

Frank Roberson, former General Counsel for the FCC and now a radio law practitioner in Washington, testified that radio stations generally feared that, as the result of the ruling, they could not deny time to Atheists and were "disturbed" by the situation.

In the Scott decision the FCC said that "freedom of religious belief necessarily carries with it freedom to disbelieve, and freedom of speech means freedom to express disbelief as well as belief."

Earl Godwin, a Washington radio commentator, told the Committee that broadcasts of Atheist programs would end "to undermine the faith and strength of the coming generation".

In his attack on the testimony of the Rev. Dr. Calhoun, Mr. Smith, speaking both as President of the AAA and an organization he called the "National Liberal League", said:

"I think the members of the FCC have a better understanding of theology than the professor. Of course, I'm a Harvard man and he is not."

The Rev. Louis Durell of the Dominican House of Studies, Catholic University, read the script of a radio talk made by the Rev. Ignatius Smith, Dean of the Theological School of Catholic University over radio station WHAM, Rochester, N.Y., on October 6, 1946. Atheists contended they were attacked in this broadcast.

Committee Counsel Frank T. Bow suggested that it was a complaint by the atheist that caused the FCC to hold up for a time renewal of the station's permanent license.

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FUTURE WARS SEEN BY TELEVISION HELD POSSIBLE

Television may be used as a telescopic eye to locate and watch enemy positions hundreds or even thousands of miles away, Rear Admiral Ralph E. Jennings, Commander of Carrier Division 4, said last Monday when he was aboard the new carrier U.S.S. LEYTE, to observe the first sea "battle" ever televised.

U. S. Navy officials hailed NBC's history-making telecast from the aircraft carrier LEYTE as a "tremendous and limitless" potential for communication between warships. The "battle" was "waged" Monday 30 miles off New York. Thirty-nine "enemy"planes attacked the carrier, but were "driven off" by 29 of LEYTE's fighters and torpedo bombers. The "battle" was sent to New York by television and relayed to outlets in Boston, Baltimore, Philadelphia, Washington and Richmond. It was estimated that about 2,000,000 persons saw the broadcast.

Admiral Jennings said that in the last war, radar "showed us where a target was, and now television shows us what it is."

He predicted that television might make it possible in the future for civilians to see actual battles on their sets at home, more probable, he said, such broadcasts would be restricted to military or headquarters staffs.

The telecast, the most difficult video engineering feat ever attempted by NBC, was successful, in spite of the technical problems involved. Particularly trying to the NBC engineers and the navigation officers of the LEYTE was the task of keeping the carrier and the antenna, which was installed in one of the radar fire control instruments, constantly "homed in" with the NBC receiver atop the Empire State Building despite the ship's maneuvering and rolling.

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"AXIS SALLY" GETS TREASON TRIAL DELAY; "TOKYO ROSE" ARRESTED

Mildred Elizabeth Gillars, the Nazi radio's alleged wartime "Axis Sally" yesterday (Tuesday) won a two-week continuance of a preliminary hearing on the treason charges against her, and also assurance that American justice will protect her against "railroading".

She was arraigned before U. S. Commissioner Cyril S. Lawrence and she asked for and received the delay so she could get hospital treatment. She has also contended that she was "kidnapped" from Germany.

The Government also asked for postponement to finish presenting witnesses to the Federal grand jury.

When asked by Mr. Lawrence whether she had a lawyer, she answered, "No, I haven't so far although I have a couple hanging around."

On Monday she notified Attorney John M. Holzworth, who had stepped in to defend her, that she wished to emphatically repudiate "all and everything you have done, or allegedly attempted to do in my behalf." She further sent a letter to Judge Richmond B. Keech of the United States District Court, which said that Mr. Holzworth "without my consent and without authority, either expressed or implied, has undertaken to appear in your court as my attorney."

Her action followed withdrawal of Attorney Richard W. Tompkins and withdrawal of his petitions to aid Miss Gillars, when he notified Judge Keech he was initially retained by Holzworth and was now convinced he (Holzworth) had no authority to act for Miss Gillars. He said that Holzworth told him last Friday he would halve the $2,000 fee which he had been promised, in return for Tompkins acting as his attorney of record.

Justice Keech permitted Richard W. Tompkins to withdraw from the case on Tuesday as an attorney of record.

Mr. Holzworth yesterday (Tuesday) sent a telegram to the court "to protest against the star chamber proceedings", charging "the entire proceeding was beneath the dignity of this honorable United States District Court."

As to the further question of a lawyer, John M. Kelley, Jr., Special Assistant to the Attorney General, said:

"I also want to assure you (Miss Gillars) that you will have an attorney of your own choice, and if you are unable financially or otherwise to procure one, you will be offered one by the Department of Justice or by the Commissioner. You will be able to be represented by a thoroughly competent and reliable attorney."

"Tokyo Rose", American-born Japanese woman, was arrested quietly last Thursday in Tokyo, and is to be returned to the United States on the treason charge of broadcasting propaganda directed at American troops in the Pacific during World War II.

The woman, Iva Ikuko Toguri D'Aquino, is scheduled to sail September 15th aboard the Army transport "Gen. H. Frank Hodges", arriving in San Francisco about September 28th. The treason statute provides for legal proceedings at the spot where a defendant first sets foot on United States soil, so a Federal grand jury will deal with her case in San Francisco.

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JULY RADIO PRODUCTION OFF; TELEVISION CONTINUES UP

Seasonal and market conditions, together with vacation shutdowns, resulted in a substantial decrease in radio receiver production last July, but the output of television sets continued to rise, the Radio Manufacturers' Association reported Monday, August 30.

RMA member-companies manufactured 56,089 TV receivers in the month to maintain a weekly average of 14,022 sets, an increase of more than 30 per cent over the average weekly production of the first six months of this year.

Radio receiver production, however, dropped to 627,349 in July for the lowest monthly output since February 1946 and represented the first time that set production by RMA member-companies fell below a million-a-month since May 1946. July's radio set output compared with 1,049,517 receivers produced in the preceding month of June, and with 1,155,456 in July, 1947.

RMA manufacturers produced 74,988 FM-AM sets during July compared with 90,414 in the previous month of June and with 70,649 in July, 1947. Production of automobile and portable radios totalled 193,164 and 105,997, respectively, in July, both sharply decreased.

Following is a month-by-month table on television and radio set production for the first seven months of 1948:

	TV	FM-AM	AM	ALL SETS
January	30,001	136,015	1,173,240	1,339,256
February	35,889	140,629	1,203,087	1,379,605
March	52,137	161,185	1,420,113	1,633,435
April	46,339	90,635	1,045,499	1,182,473
May	50,177	76,435	970,168	1,096,780
June	64,353	90,414	959,103	1,113,870
July	56,089	74,988	552,361	683,438
Total	334,985	770,301	7,323,571	8,428,857

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FCC STANDS PAT ON LOTTERIES; ABC OPPOSES, NBC AWAITS OUTCOME

The fate of radio give-away programs literally and figuratively is still pretty much up in the air. The Federal Communications has come back stronger than ever in its stated determination to outlaw the big cash prize programs. Some question of the Commission's authority to do that had been raised by the House Committee investigation of the radio situation by the special Committee investigating the FCC of which Representative Harness (R), of Indiana, is Chairman. The snag was struck when this committee disclosed that the authority under which the FCC had issued a set of rules under which some of the radio programs giving away money and merchandise would be banned from the air as lotteries, had been eliminated when Congress was recodifying Federal laws last Spring. The Commission replied the changes would make no difference except in the Commission's approach to the matter.

Mark Woods, President of the American Broadcasting Company, said his concern would "welcome an opportunity to testify" before the FederalCommunications Commission to clarify the "give-away" program status.

"Our shows, we feel, do not fall within the lottery category, but are good clean entertainment and wholesome fun", he said.

A spokesman for the National Broadcasting Company asserted that its policy was the same now as was stated on August 7th, when the FCC first made known its attitude toward the give-away shows, as follows:

"The NBC will not accept additional programs of the type questioned by the Commission until there has been an opportunity to clarify the whole situation."

The Commission said it plans to issue new rules interpreting the ban on radio lotteries which already is in Federal radio law. The new rules, it said, will not "add or detract from the statutory prohibition proposed by Congress."

The Commission has set no date for its proposed anti-lottery rules to go into effect. Anyone who wants to oppose them received until September 10th to file a statement.

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EMERSON RADIO BUYS ENTIRE FIRST WEEK OF WQQW-FM

Radio Station WQQW, the new FM Station, will be launched on Sunday, September 12, with all of its commercial time during the first week of operations sold to a single sponsor, the Emerson Radio Corporation. Mr. M. Robert Rogers, General Manager of WQQW, said that this sort of contract had never been negotiated before in radio history.

The station's new transmitting equipment consists of a Collins five KW FM transmitter, the first of its kind ever built, and a Collins five-ring antenna, providing an effective radiated power of 20,000 watts at 103.5 mc. The FM antenna is at Falls Church, Va.

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FCC ORDERS INDUSTRY CONFERENCE ON TV ALLOCATION

The Federal Communications Commission last Friday called an Industry Conference for September 13 to go into an extensive revision of its television allocation standards and future procedures in video allocation and to base national TV allocation plan on best available engineering data.

The Commission indicated it is studying the question of revising standards to incorporate tropospheric propagation effects as well as collateral problems of directional antennas, power and antenna height restrictions and whether protected contours should be changed. The FCC stated the conference would consider:

1. Whether the Commission should initiate proceedings to revise the television allocation rules and standards prior to final decision in its proposed national TV channal reallocation announced last May.
2. If the standards are to be revised, what policy should be adopted with respect to applications now pending before the Commission.
3. What procedures should be adopted in order that the revised standards can be based on the best available engineering information.

The Commission emphasized the purpose of the conference is to "discuss substantial questions which may be presented by the record concerning the adequacy of existing Rules and Standards to achieve the soundest allocation plan, and not to discuss engineering details or suggestions in relation to such questions." Proposals are invited, the FCC said, and participants should notify the Commission by September 5th to permit making agenda.

The FCC notice stated that during the hearings on proposed allocation changes reported in May, the Commission received testimony regarding effects of tropospheric interference on present and proposed allocations. It was noted the present standards, adopted Dec. 19, 1945, do not include specific data on tropospheric propagation. The FCC said for the past several years it has been conducting measurements on tropospheric signals in FM and TV frequency ranges looking toward preparation of propagation curves and their inclusion in standards.

The FCC indicated claims made during reallocation hearings on serious effects of troposphere, "are in general supported" by FCC's studies.

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FCC DENIES BOOSTS ON OVERSEAS COMMUNICATIONS RATES

The Federal Communications Commission last week rejected petitions for immediate further increases in rates on overseas communications. It said it will give additional consideration to whether such increases may be indicated at a later date in relation to revenue requirements of the companies handling such communications. The petitions were filed by RCA Communications, Commercial Pacific Cable Co., All America Cables & Radio, Inc., Mackay Radio & Telegraph Co., and the Commercial Cable Co.

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"LET NEWSPAPER SUPPLY NEWS; RADIO, TV ENTERTAINMENT"-SULZBERGER

Addressing the New York State Publishers' Association at Saranac Inn, New York, last Monday, Arthur Hays Sulzberger, publisher of the New York Times, in referring to television and radio, maintained that both had their place in the community, but said that they could not and would not replace the printed word.

He contended that a newspaper should place more and more emphasis on information and less on entertainment, adding that there were sound business reasons for such a policy.

Supplying truthful, accurate information is a primary responsibility of a press which must control itself from within, the speaker declared, adding that it was good businessto emphasize information rather than entertainment because the latter was primarily the sphere of such media as radio and television.

"I would argue that television and radio can never replace the newspaper which devotes itself to the comprehensive publication of news", Mr. Sulzberger said. "Television and radio, as I see it, are primarily media of entertainment, and the newspaper, which gives information, is not threatened by them.

"On the other hand, the newspaper which holds its readers through its entertainment features is, I believe, threatened because radio and television have greater entertainment scope, and that is the reason that it is more and more important for newspaper men generally to re-examine their course and hew to their line."

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PETRILLO SAYS AMF FUND SPENT $911,023 ON PROGRAMS

Members of the American Federation of Musicians have provided 6,989 free programs of music throughout this country and Canada during the present year, according to a report issued by James C. Petrillo, Union President.

These programshave been financed by the Federation's Recording and Transcription Fund, which was created by the payment of royalties on records by manufacturers of records and electrical transcription mechanisms. To date the programs have cost $911,023. The Union still has $625.77 additional allocated for programs this year.

The programs inaugurated by President Truman in Washington were given in Veterans' hospitals, park band stands and other public places. This is the second year the Federation's 700 locals have been participating in such events. By this time last year they had given 5,824 programs.

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ABC DECLINES COMMUNIST BID FOR TIME TO "ANSWER" DOCUMENTARY

The American Broadcasting Company last week rejected the demand of the Communist Party, USA, for time in which to present over ABC facilities a program prepared by the Communist Party, USA. In a letter addressed to the American Broadcasting Company by William Z. Foster, Chairman of the Communist Party, USA, reference was made to the recent ABC documentary program, "Communism--U.S. Brand", to which the party objected.

Following is the text of the letter sent August 24th by Mark Woods, President of the American Broadcasting Co. to William Z. Foster:

Mr. William Z. Foster, Chairman,
Communist Party, USA,
35 East 12th Street,
New York 3, New York.

Dear Mr. Foster:

This replies to your letter of August 23, 1948, which comments on the recent ABC documentary program, "Communish--U.S. Brand", and requests, on behalf of the Communist Party, USA, equal time over ABC facilities "to present a comparable program" within a month.

"Communism--U.S. Brand" cited in its documentation only such speeches and literature as were delivered, written, edited, or published by Communists. In no case, to the best of ABC's knowledge, have any of the cited oaths or statements ever been renounced by your Party. All footnotes referred to Communist source material, rather than opinions or observations.

The dramatized portions of the script were based on the common techniques of Communists in labor organizations and so-called "front" organizations, and drew on the Communists' own official published directives. The portions of the broadcast relating to the many shifts in policy, ordinarily referred to as "shifts in the party line", were based on reports and editorials published in The Daily Worker.

Although one of the three publications to which you refer, Variety, did take issue with one of the citations, I have seen no indictment of the integrity of the program in either of the others to which you also refer, (The Nation and The New York Post). On the other hand, many labor unions, both CIO and AFL, praised the program without qualification. So have many radio critics throughout the country.

Since the program "Communism--U.S. Brand" presented as evidence only the substantiated oaths, words, and acts of the Communist Party and its members, ABC considers its presentation to have been fair, factual and, as to the aspects of the subject which it treated, complete.

For this reason, ABC in serving the public interest does not deem it necessary to accede to your request.

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SCISSORS AND PASTE

Calls "Voice Of America" Weak; Wrong Way to Develop Good Will
("Editor and Publisher")

"There can be no real confidence between nations when the only word one country hears of another is the word which the latter country wants it to hear", George W. Healy, Jr., Managing Editor of New Orleans (La.) Times-Picayune, said in University, Miss. last week.

Addressing the graduating class at the University of Mississipi, Healy attacked the State Department's Voice of America programs as being the wrong way to develop international understanding, even though Mark Ethridge, publisher of the Louisville (Ky.) Courier-Journal, had been appointed to head a Commission to advise the Department.

"I am not convinced, on the basis of experience", he said, "that international understanding can be founded on a barrage of words sent around the world by any government agency - whether it be the British Ministry of Information or our so-called Voice of America."

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Talking Dummies
("Washington Post")

We are happy to learn of another significant step in the humanizing of robots. Clothes dummies in department stores are now able to talk. One Philadelphia store is using talking manikins for the sale of bathing suits. The dummy, by being hooked to a phonograph record, or to an inter-office telephone transmitter, can describe the costume it is wearing, even give a sales talk, meanwhile moving its lips and rolling its eyes. This, like other inventions of our wonderful scientific age, holds great possibilities for saving human energy. Since no doubt the talking dummies will soon be able to walk, they may be modeling in fashion shows, demonstrating gadgets in stores, even answering doorbells. We can scarcely wait to see them - with their smiling, eager-to-please expressions - installed at information desks, while their bored, superior, or testy Svengalis remain out of sight. But one of their greatest possibilities lies in social life. An assorted supply of beauteous, smartly gowned women manikins, and square-jawed, well-tailored men dummies, equipped by phonograph for conversation, should in these apprehensive, finger-pointing days be the answer to prayer of any hostess who wanted to augment her number of decorative and socially and politically orthodox guests.

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Following announcement by the Radio Manufacturers' Association of radio set production figures for the first seven months of 1948, J. N. (Bill) Bailey, Executive Director of the FM Association, noted: "Although general production of radio sets dropped off in July, due to the usual Summer vacations and resultant shutdowns of factories, a careful analysis of the RMA set production figures released discloses that production of old-fashioned receivers is decreasing while production of sets capable of receiving the new improved radio services, FM and television, are increasing."

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TRADE NOTES

Wilbur Edwards, Western Sales Manager in the Chicago office of CBS Radio Sales since November, 1945, has been promoted to WEEI, CBS-owned station in Boston, as Assistant General Manager, effective September 7.

Gordon Hayes, who has been assistant to Mr. Edwards, has been named to the Chicago post vacated by Mr. Edwards, it has been announced by Carl J. Burkland, General Sales Manager of CBS Radio Sales.

Another RMA survey this Fall of industry employment contracts and a conference of RMA industrial relations and personnel managers constitute two early projects of the RMA Industrial Relations Committee. This is headed again as Chairman by President G. W. Thompson of the Noblitt-Sparks Industries, Inc., and R. T. Borth of the General Electric Company as Vice Chairman in the Committee appointments just made by President Balcom.

Vice Chairman Borth will head a subcommittee making the new employment contract survey next Fall, to develop data and statistics on many labor conditions in the industry.

Operations of the Emerson Radio and Phonograph Corporation and its subsidiaries in the thirty-nine weeks ended on July 31, resulted in a net profit of $1,326,290 after taxes and all deductions, according to the report issued Monday by Benjamin Abrams, President.

The profit is equivalent to $1.66 a share on 800,000 shares outstanding and compared with $1,585,197, or $1.98 a share on the present capitalization, for the corresponding period ended on Aug.2,'47

New television test equipment which will speed television amplifier production, improve television broadcasting, and aid designers of high-frequency television amplifiers is now in quantity production and will shortly be available, it has been announced by the RCA Engineering Products Department.

The new instrument, a precision video sweep generator (RCA Type WA-21A), when used in connection with suitable detector and oscilloscope, will facilitate rapid testing of video frequency systems by permitting visual observation of the frequency response characteristic.

Federal Communications Commissioner E. M. Webster and Mrs. Webster last week announced the engagement of their daughter, Dorothy Frances to Lieut. (j.g.) Harry Igor Ansoff, USNR, son of Mr. and Mrs. S. E. Ansoff of New York. Wedding is to take place October 1st at Walter Reed Memorial Chapel, Washington. The couple plan to reside in Los Angeles.

According to Time Magazine's latest report, 107 women read that publication's radio page to every 100 men; the press page 78 women to 100 men, and the theatre page 114 women to 100 men. Best read by the women is the art page, 128 women to 100 men.

An investment company specializing in securities of television, electronics and radio companies was announed in Chicago last week. The new company is called Television Fund, Inc., and is an open-end investment trust.

Chester D. Tripp, President, said Television Fund was registered with the Securities and Exchange Commission and soon will be offered publicly through investment dealers. Capitalization of the new company consists of 5,000,000 authorized shares of $1 par common stock.

Advisory Board of the Fund consists of George P. Adair, consulting radio engineer and former Chief Engineer of the Federal Communications Commission; Dr. William L. Everitt, head of the Department of electrical engineering at the University of Illinois, and Dr. Frederick E. Terman, Dean of the School of Engineering at Leland Stanford University.

Directors of Sylvania Electric Products, Inc. last week declared the regular quarterly dividend of $1 a share on the $4 cumulative preferred stock payable October 1, 1948, to stockholders of record at the clost of business Sept. 20, 1948.

Directors also declared a dividend of 35 cents a share on the common stock also payable October 1 to stockholders of record at the clost of business September 20.

According to the 1940 U.S. census, Aurora, Ind. has a population of only 4,828. Yet the influence of this small mid-west town is felt each evening by radio listeners throughout the nation in the keen and penetrating news analyses of two of its most illustrious sons - ABC commentators Edwin C. Hill and Elmer Davis.

Both Hoosier-born radio personalities, whose families were close friends and who achieved pre-eminence first in journalism before moving to radio, are currently heard Monday through Friday over ABC, Hill at 7 P.M., EDT, and his fellow townsman 15 minutes later.

A plan for the use of broadcasting stations not affiliated with networks in the dissemination of Advertising Council public interest material was suggested Monday by the National Association of Broadcasters' Non-Network Affiliates Committee, meeting at NAB headquarters. The suggestion was contained in a resolution adopted by the Committee, "to the end that radio stations of the nation which have no affiliation with any of the national networks may render the finest and most effective cooperation to those projects which have been approved by the Advertising Council."

The British Musicians Union announced last Friday that American performers cannot make any more recordings in Britain. The Union denied the surprise move was requested by the American Federation of Musicians (AFL), which has banned the making of records in the United States since January 1. The move stops the flow of earning into the pockets of the American stars who have been flocking to Britain to make records.

Representatives of Decca Records charged that the ban appears to be directed against American artists, rather than an aid to the American Federation of Musicians. They said British records and British artists still can flood the United States.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

Founded in 1924

NATIONAL BROADCASTING CO. Inc.
LEGAL DEPARTMENT
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IF IT'S DEWEY THE BROADCASTERS SHOULD SEE LOWELL THOMAS

If Dewey is elected, one of his top radio advisors unquestionably will be Lowell Thomas, nationally known radio commentator. Because of his wide experience as a newspaper man, magazine writer and movietone commentator, Governor Dewey might also turn to Mr. Thomas for advice in the publishing and movie fields and no doubt already has.

Added to this, Thomas is an author of note having written about 40 books mostly about war and travel and served as a correspondent in both World Wars I and II. As was once said about Richard Harding Davis, Thomas has apparently "been everywhere and seen everything twice".

Lowell Thomas and Governor Dewey have been friends for many years. Furthermore, the former's place, Hammersley Hill at Pawling, N. Y., is near that of Governor Dewey's country residence at Pawling. Thomas, aged 56, is 10 years older than Dewey, who is only 46. Thomas began broadcasting in 1930, has been a commentator for 20th Century-Fox since 1935 and did his first telecast in 1940. His broadcasts from European and Far Eastern points in World War II were notable. Of his books, his first "With Lawrence in Arabia" has been the most famous. Two of his books "Fan Mail" and "Magic Dials" have dealt with radio.

An idea of the active and varied career of Lowell Thomas may be gained from the length of his sketch in "Who's Who in America". The author has the privilege of writing these himself. Whether Lowell wrote his own sketch in the 1948-1949 edition of "Who's Who" is not known but it takes up 74 lines and is more than twice as long as that of Governor Dewey's (31 lines).

Robert J. Casey, noted Chicago newspaper man and author in his book "Such Interesting People" (Bobbs-Merrill Co., Indianapolis) tells this hilarious story, about the now famous commentator and adviser of presidential candidate Dewey.

"Lowell Thomas passed his cubhood with the Journal and remains one of the brightest memories of that odd period. In futile sequence all the reporters of the staff - the young, aged, lame, halt - anybody who had strength enough left to get to the Aurora and Elgin interurban line - were sent out to Wheaton, Illinois, that summer to interview the ubiquitous, and hilarious, Helen Morton - daughter of Mark Morton, the eminent drysalter. Helen had left her home without consulting the local society editors and had come back with a husband, one Roger Bailey, yclept the Virginia Horseman. She was kept in seclusion after her return, and, one after another, we pestered the hot-tempered Mark for word of her without result. I came reasonably close to the story because I actually got to talk to Mr. Morton. He threatened to blow my head off and left the interview to get a shotgun. * * * *

"Helen was moved from Wheaton immediately after that and placed under the guardianship of Colonel George Fabyan, then engaged at Riverbank, Geneva, Illinois, in proving that Shakespeare wrote Bacon's essays. And there - not in the black tent of Lawrence in Arabia - was where Lowell Thomas started toward greatness.

"Mr. Thomas, being the most inexperienced reporter in the shop, was the last to get a chance to prove the extent of his charm with the Mortons. And, like the cub in the oldest relic of newspaper fiction in existence, he brought home the story.

"It appeared that he had had some trouble getting it. He had been forced to swim the Fox River to reached the guarded estate of Fabyan. But once he had done all this he found Helen Morton seated in a bower and willing to talk. The interview was as fine a job of journalism as the tired city editors of Chicago had seen in many a day. Lowell got a promotion on the strength of it as well as a bonus and an extended vacation. Then the Mortons, through their attorneys Winston, Payne, Strawn and Shaw, sued the Journal (Chicago Daily Journal) for a quarter of a million dollars libel.

"They declared that most of the matter published in the Journal derogatory to the Morton family could not properly be charged to Helen at all. She hadn't said the things about her father for which she was quoted. In point of fact she hadn't said anything at all to the reporter who had interviewed her in Geneva. For she hadn't been in Geneva that day. She had been in Lake Forest, visiting an aunt. . . .

"The crestfallen reporter, apprised of these statements, admitted what Richard Finnegan already knew, that the story of a new swimming of the Hellespont was, as it is called in the trade, a fake. But Mr. Finnegan as usual was realistic about it.

"'Well,' he said, 'you got us into this. I could fire you and let you forget about it but I'm not going to play it that way. Your assignment at the moment is to see Silas Strawn and get the suit dismissed.'

"The youngster walked out with the cheery air of one beginning the march up the thirteen stairs. He came back three hours later.

"'It's all fixed up,' he said. 'There isn't going to be any suit. Strawn says to forget about it. And at the end of next month I'm going to be leaving you. Mr. Strawn and some of his friends are going to send me over to Palestine to get moving pictures and lecture material when Allenby finishes up the Last Crusade. . . . They're raising $25,000 as a starter.'

"Dic Finnegan started to ask him if this might be classed as another river-swimming performance. But he didn't go on with it. Whether you looked on Lowell Thomas as a hypnotist or miracle man or only as a nice boy who had talked himself out of a jam, it was obvious that he was telling the truth. It was just as obvious that he was on his way forward and upward. . . . When you could gouge $25,000 out of Silas Strawn you didn't need any further proof of genius. . . . Not with us!"

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EXTENSIVE CAMPAIGN TO PROMOTE ABC'S NEW CHICAGO TV STATION

To promote Chicago's newest and sturdiest young television giant, Station WENR-TV, Channel 7, which debuts September 17 at 7:00 P.M., an intensive exploitation campaign has been launched by the American Broadcasting Company throughout the city.

An opening announcement letter, directed to 2,000 television dealers in the district, was mailed on Thursday of last week to remind them of T-Day. The reminder includes a suggestion that dealers be prepared to align the sets of their customers to Channel 7 at a moment's notice. As a follow-up, window signs and counter cards were mailed to the same dealers this week calling attention to the opening date, channel number and other information pertinent to the opening.

Five thousand pretzels, on which will be attached a large "7" with printed copy to the effect that "This is the new twist--In Television dials it's to Channel 7" have been ordered and will be distributed prior to September 17.

A campaign to find "Miss WENR-TV" will be conducted presently. The young woman selected will be entered in a local contest to select "Miss Television." The latter contest will be in conjunction with the Television and Electrical Living Show to be held in Chicago's Coliseum, September 18 through 26.

An intensive newspaper campaign, which was begun with Test Pattern advertisements on August 26, currently is underway and will continue to T-Day.

Two days prior to opening night, a quantity of handkerchiefs will be distributed throughout Chicago. Finders of the handkerchiefs, which will bear promotional copy, will receive awards.

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EGYPT PURCHASES POWERFUL RCA RADIO TRANSMITTER

Purchase by the Egyptian Government of a powerful radio transmitter for a broadcasting center under development near Cairo, was announced last week by Meade Brunet, Vice-President of the Radio Corporation of America and Managing Director of the RCA International Division.

The 50-kilowatt medium wave transmitter, Mr. Brunet said, is to be erected at Abu Zaabal, fourteen miles north of the capital, where the studios are being built. The station will cover the whole Nile Delta, reaching to Alexandria and Port Said.

The sale was completed through the Electrical Engineering Office, distributors of RCA products in Cairo. Three members of the staff of the Egyptian station became acquainted with the design and operation of the new transmitter on a recent visit to the offices of the RCA International Division, in New York, and the RCA Victor plant in Camden, N. J., Mr. Brunet said.

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RMA REPORTS TV SET SHIPMENTS RISE 50 PERCENT 1ST HALF 1948

Television receiver shipments by RMA member-companies were 50 percent greater during the second quarter of 1948 than in the first quarter and brought total postwar shipments as of June 30 to more than 425,000, the Radio Manufacturers' Association reported last Saturday.

TV sets were shipped to 31 States and the District of Columbia during the second quarter of this year as compared with 26 States and the District of Columbia in the first quarter, but some small shipments went to States without television service and apparently were for exhibit only.

The New York-Newark area continued to maintain a strong lead in the number of TV sets received, but percentage-wise shipments to this area dropped as other cities with television stations showed steady gains.

Other TV service areas which received an increasing number of TV sets and remained among the leaders are: Philadelphia, Chicago, Los Angeles, Boston, Washington, D. C., and Baltimore.

Second quarter TV set shipments by RMA manufacturers totalled 153,455 as compared with 106,136 during the first quarter, bringing the half-year total to 259,591. Shipments of 162,181 TV sets were reported by RMA members in 1947. No reports were made on 1946 shipments, but RMA members produced 6,476 TV receivers.

Shipments continued to lag somewhat behind production figures of the same companies as some sets remained in manufacturers inventories. RMA member-companies reported production of 278,896 TV sets during the first six months of 1948 and a total of 463,943 since the war. July production reports added 56,089 TV sets.

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PHILADELPHIA'S RADIO AND TV TASTES TESTED ELECTRONICALLY

A research study was launched in Philadelphia last week to find out - electronically - what American radio and television audiences want and aren't getting, the United Press reported.

Instead of calling homeowners with the old query, "What program do you have turned on?" Albert Sindlinger's new radox device registers automatically every time a radio is turned off or on, or a program changed.

The small box-like attachments have been installed on radios and television sets in 60 scientifically-selected homes in Philadelphia and are going in at the rate of 20 a week. Listeners' preferences are registered automatically on a central control board, and a radio or television station can get the information over teletype machines as fast as the listener twists the dial.

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GEDDES, RMA, SLAMS BACK AT BAILEY, FMA, RE RCA CHARGE

Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, in a letter to "Bill" Bailey, Executive Director of the FM Association, denied the charges that the RMA couldn't list television sets which include 88-108 mc FM circuit "without the approval of RCA", which Mr. Bailey has included in a statement he had released August 30th analyzing July set production statistics.

The release of Mr. Bailey to which Mr. Geddes referred, included the following statements:

"FMA has formally requested RMA to list the FM-television set production separately from straight television sets, just as it does FM-AM units, but we have been advised that the RMA cannot make such listings without the approval of RCA. FM broadcasters, radio advertisers and the public are entitled to know how many television sets contain FM bands.

"When the RMA does break down the figures, as we have requested, the public and industry generally will be in for a pleasant surprise. A breakdown of television receivers into the categories of straight television and FM-television sets will show conclusively that FM set production is forging ahead at a rapid pace.

"Why the RMA withholds this valuable information from the public and from radio advertisers and broadcasters is difficult to understand."

In his letter, Mr. Geddes demanded that FMA correct "misstatements" which are "completely without foundation" and said that "some statements in your press release are untrue as well as unfortunate and embarrassing to our mutual interests and relations.". He added:

"Your statement that you 'have been advised that RMA cannot make such listings (breakdown figures on television sets containing FM bands) without the approval of RCA' is not true. You were correctly advised by Chairman Frank W. Mansfield of our Industry Statistics Committee that the RMA statistics are 'coordinated' with those of RCA. This coordination consists only of similar classifications or breakdowns of receivers, for the convenience of manufacturers for their comparisons between the RMA and RCA statistics, but your statement that the RMA listings require the 'approval' of RCA is completely without foundation, also capable of improper and unjustified inferences.

"A following paragraph in your Aug. 30 press release imputes and implies that RMA is deliberately withholding FM production information, with deception to the public, because it hasnot yet been able to secure breakdown figures on the number of television receivers which also contain FM bands. These inferences are both unfair and unjustified."

Max F. Balcom, President of the RMA, on Monday appointed two liaison committees to work with representatives of the National Association of Broadcasters and the FM Association in order to work for

continued joint industry cooperation and action between the radio manufacturers and broadcasters. Early meetings of both industry groups are planned to promote broadcasting services and receiving set sales for radio, both AM and FM, and television.

The RMA Committee for Liaison with a similar NAB Committee recently appointed by NAB President Justin Miller is headed by Paul V. Galvin, President of Motorola, Inc., Chicago, and includes George M. Gardner of the MRA Set Division (Chairman of the Set Division), President of Wells-Gardner & Co., Chicago; H. C. Bonfig, Vice-President of Zenith Radio Corp., Chicago; Dr. Allen B. DuMont, President of Allen B. Du Mont Laboratories, Inc., Passaic, N.J.; Frank M. Folsom, Executive Vice-President of RCA Victor Division, Camden, N.J.; and L.F. Hardy, Vice-President of Philco Corp., Philadelphia.

The NAB Committee includes: T. A. M. Craven, WOL, Washington, D.C.; Everett Dillard, KOZY, Kansas City, Mo.; William Fay, WHAM, Rochester, N.Y.; James D. Shouse, WLW, Cincinnati, Ohio, and George B.Storer, WJBK, Detroit, Mich.

RMA Director H. C. Bonfig, Vice President of Zenith Radio Corp., Chicago, was named Chairman of the RMA Committee for Liaison with the FM Association, and President Ray H. Manson of Stromberg-Carlson Company, Rochester, N.Y., was appointed Vice Chairman.

Other members of the RMA Committee for Liaison with the FM Association are: W.R.G. Baker, Vice-President of General Electric Co., Syracuse, N.Y.; W. J. Barkley, Executive Vice-President of Collins Radio Co., Cedar Rapids, Ia.; John W. Craig, General Works Manager, Crosley Division, Avco Mfg. Co., Cincinnati, Ohio; Frank M. Folsom, Executive Vice President of RCA Victor Division of RCA, Camden, N.J.; G. M. Gardner, President of Wells-Gardner & Co., Chicago; L. F. Hardy, Vice-President of Philco Corp., Philadelphia; W. P. Hilliard, General Manager, Bendix Radio, Division of Bendix Aviation Corp., Baltimore; H. J. Hoffman, Vice-President of Machlett Laboratories, Inc., Springdale, Conn.; S. Insull, Jr., Manager of Radio Division, Stewart-Warner Corporation, Chicago; E. A. Nicholas, President of Farnsworth Television & Radio Corp., Fort Wayne, Ind.

The FM Association at its annual convention in Chicago Sept. 27-29 plans to appoint a similar committee for conference with the RMA group.

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GERMANY BRITISH ZONE TURNING OUT 12,000 RADIO SETS MONTHLY

In the British Zone of Germany, 10 firms are manufacturing radio receiving sets at the present time. Output totals 12,000 units monthly. Production capacity is estimated at 20,000 set per month, providing material and labor are available. Production includes both A.C. and D.C. sets. Some models are manufactured according to individual specifications.

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ABC, HOLLYWOOD, L.A. HERALD-EXPRESS SIGN 10-YEAR NEWS PACT

Two leading media in the field of communications -- a national radio network and a great metropolitan newspaper -- pooled resources last Friday to give added impetus to the growing power of tele-journalism when the American Broadcasting Company in Hollywood and the Los Angeles Herald-Express entered into a 10-year radio and television pact.

Under the agreement, news-gathering facilitiesof the Herald-Express and the broadcasting and telecasting facilities of ABC will be combined in cooperative coverage of news and public service events. Don Searle, Vice-President in charge of ABC's Western Division, and David Hearst, Executive publisher of the Herald-Express, signed the agreement at ABC's executive offices in Hollywood.

The pact sets into operation a program calling for the exchange of newspaper and television and radio facilities to the greatest possible extent consistent with the public interest. Provision has been made for ABC to televise over KECA-TV, scheduled to go on the air in December, sporting events and other features sponsored by the Herald-Express.

KECA news coverage will be supplemented by reports of local news fed from the Herald-Express city room to the ABC newsroom for immediate broadcast or telecast over KECA, KECA-FM, KECA-TV, or the entire ABC network. Construction is well under way on the KECA-TV transmitter on Mt. Wilson, with equipment ready to be installed for beaming the station's video signal over Channel 7 to the entire Southern California TV area.

ABC will give credit on the air to the Herald-Express as a news source and will make available to the newspaper its physical locations in order to provide source material and background for Herald-Express news coverage dealing with television.

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CBS BUYS "AMOS'N' ANDY"; $2,000,000 SKY-HIGH TALENT DEAL

Following rumors of the past week or so, the Columbia Broadcasting System confirmed the fact that they had bought all rights to Amos 'n' Andy. It is an unprecedented talent deal with the money part of it zooming to the $2,000,000 bracket. The negotiations which have just been completed give CBS "all right, title and interest of every kind and nature whatsoever in and to "Amos 'n' Andy" and every one of the fabulous air show's many-faceted ventures.

Freeman Gosden ("Amos") and Charles Correll ("Andy"), who started the saga of Amos 'n' Andy 22 years ago, will continue to appear on the program. Under the contract, also, CBS acquires all Amos 'n' Andy rights, ranging from all rights to the use of the name, characters, scripts and plots, phrases, catchwords and slogans, through all subsidiary properties and on into total rights to stage, movie, television and radio uses henceforth. This acquisition marks

the first time in broadcasting history that a network has purchased the ownership rights in an outstanding program, and all subsidiary rights from the originators.

Amos, Andy and their assorted collection of dialects and supporting players will resume their adventures on the full coast-to-coast network of the Columbia Broadcasting System under the sponsorship of Lever Brothers Company in behalf of Rinso.

"We are happy and proud to welcome Amos 'n' Andy back to the Columbia network", William S. Paley, Chairman of the Board of CBS, said. "Years ago the American radio audience - and it can be truly said that that includes practically all Americans - took them to its heart. And ever since they have been delighting us all with their inimitable humor and fantasy. Their huge following has never wavered; each new generation has embraced them as its own discovery. Styles and tastes have changed, but if Amos 'n' Andy have proved anything, it is the enduring value of their art."

The Amos 'n' Andy broadcasts will originate on the West Coast from Columbia network facilities in Hollywood, where Messrs. Gosden and Correll established a base for operations years ago. Amos 'n' Andy made their radio debut under that name in Chicago on March 19, 1928.

Over the years, Correll and Gosden have created and acted some 190 characters. Currently, Gosden is heard not only as Amos and the bluff, scheming Kingfish, but as the shiftless Lightnin', the newspaperman Frederick Montgomery Gwindell and the inventor Flukey Harris. Correll is heard as Andy and the dignified Henry van Porter.

Correll and Gosden, who for many years did all their own writing as well as acting, have given ground on both counts in recent years. They now have a staff of writers, and many of their regular supporting characters are played by leading Negro and white actors.

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T. J. HAMILTON, N.Y. TIMES, TO COVER U.N. PARIS MEETING FOR ABC

Thomas J. Hamilton, Chief of the United Nations Bureau of the New York Times, will inaugurate a special Sunday series of analysis and commentaries on the U. N. General Assembly sessions in Paris beginning Sunday, Sept. 12 at 12:15 P.M., EDT, over the American Broadcasting Company. The programs will be aired weekly until the termination of the meetings.

A former Rhodes Scholar, Georgia-born Hamilton has been connected with the Times as a foreign correspondent and as a member of its Washington staff since 1936, with the exception of three years he served in the Navy. In 1946 he was appointed Chief of the Times' U.N. Bureau.

During the war, Hamilton served as OWI liaison with the British Broadcasting Corp., later becoming News Director of the American Broadcasting Station in Europe in 1944. He recently completed a weekly series of commentaries on U.N. affairs for the Canadian Broadcasting Corp.

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FCC REBUKED ON ATHEISTS; CONGRESS REPORT NEXT WEEK

The Federal Communications Commission was rebuked by the special House Investigation Committee last week for a 1946 decision which many radio stations interpreted as an order to allow broadcasting time to atheists.

The Committee, headed by Representative Forrest A. Harness (R), of Indiana, approved a report demanding that the FCC immediately rewrite the decision and remove the controversial language.

The Committee said its full report will be issued next week. It is based on two days of public hearings during which the decision was defended by the FCC and an atheistic organization and attacked by radio stations and religious groups.

FCC Commissioner Rosel H. Hyde told the Committee last week that radio stations need fear no reprisals from the FCC if they failed to grant broadcasting time for atheistic programs. But he defended the decision as intended to protect rather than throttle freedom of speech.

Committee sources said that unless the FCC eliminates disputed language from its decision, corrective legislation will be introduced at the next session of Congress.

The dispute stems from the so-called "Scott decision handed down in 1946 in response to a petition by a California atheist who had been denied broadcasting time by three West Coast radio stations. He appealed for revocation of their broadcasting licenses. The Commission rejected that plea but issued a long and complicated ruling which stated in effect that atheists had the same right as religious groups to air their views.

FCC General Counsel Benedict P. Cottone strongly defended the agency ruling in testimony before the House Committee. He said that the FCC intended to prevent censorship rather than impose it when it made the decision.

Mr. Cottone said:

"The fundamental proposition stated in the Scott decision is one of insistence on freedom of speech on the air. Since this proposition is insisted upon by government, it has been characterized by Mr. Petty as Government censorship and government "thought police'. I emphatically deny that such governmental insistence on freedom of speech is censorship. I assert, on the contrary, that it is the doctrine insisted upon by Mr. Petty (counsel for the National Broadcasting Association) of complete freedom of the broadcast licensee to permit or exclude as he pleases the expression of particular points of view on the public airways, is really the doctrine which would make each licensee a 'thought policeman' without accountability to the public for his administration of the frequency entrusted to his use."

Mr. Cottone said the Scott decision was written by former Commissioner Clifford J. Durr in 1946.

Earlier the Committee heard William J. McCarthy, Clifton, N.J., who described himself as "an absolute atheist". He said he favored government control of what goes on the air "because people own the air".

Kenneth M. Whitten of the Friendship Liberal League, Inc., Philadelphia, said radio stations there either refused or ignored his request for time to discuss religion. "An atheist has precisely the same rights, no more, no less, as a bishop", he said.

The Rev. Edmund A.Walsh, S.J., Vice President of Georgetown University, speaking more than an hour from notes, told the Committee:

"The relevant fact is that the Government of the United States has unequivocally accepted the existence of a Supreme Being." Nevertheless, he said, the FCC has accepted "by innuendo" Scott's claim that "the existence of God is a controversial subject and, hence, atheism should be admitted to the radio on parity in rebuttal of Christianity and other religions."

The FCC, he continued, had "embarked on a definitely sympathetic argument which logically should have terminated in revoking the licenses as requested."

Rabbi Paul Richman, representing the Synagogue Council of America, defended the right of atheists to present their views on the air. He added the hope that the Scott decision "does not mean that the radio will be open indiscriminately to atheists for attacks on religion."

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FMA TO HEAR BUS RADIO, STORE ADS, TIME SALES EXPERTS

That FM broadcasters are interested primarily in the econmoically sound operation of their stations is indicated in questionnaires sent to registrants for the Second Annual Convention of the FM Association in Chicago Sept. 27-29, Marion Claire, Director of WGNB reports.

Replying to questions as to what topics FM broadcasters wanted discussed at their Convention, 91% replied "Time Sales".

Programming and promotion drew responses from 76%, indicating, Miss Claire explained, broadcasters realize that before they can operate their stations on an economically sound basis, they must have the right type of programs and the proper promotion.

This will be thoroughly discussed at the forthcoming gathering along with transit radio and store casting in which much interest was also shown.

Speaking on transit radio, in which FM receivers are installed on public conveyances such as busses and street cars, will

be Hulbert Taft, Jr., President of Transit Radio, Inc., and General Manager of the Cincinnati Times-Star radio stations, WCTS (FM) and WKRC.

Through transit radio millions of people who ride public conveyances will be given crystal-clear entertainment on their way to work in the mornings and home in the evenings, is Mr. Taft's belief. The transit radio system already is installed in Cincinnati and is being established in several other cities, among them Baltimore, Md., where the Sunpapers, operators of WMAR-FM, are cooperating; Wilkes Barre, Pa., where WIZZ(FM) is effectively using the system, and in several other cities.

Heading discussions on store casting will be Cy Neuman, radio director of Menough, Martin and Seymour, Des Moines advertising agency, one of the pioneers in this method of reaching maximum audiences with the improved FM.

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TRADE GROUPS TO SUPPORT RMA AND NAB RADIO WEEK, NOV. 14-20

Widespread cooperation of retail and wholesale trade organizations, as well as other groups associated with the broadcasting industry, in the promotion and observance of National Radio Week, Nov. 14-20, is indicated in the initial responses to letters of invitation from the RMA-NAB National Radio Week Committee, Chairman W. B. McGill, of Westinghouse Radio Stations, Inc., said yesterday.

More than a dozen trade groups have pledged their aid in making the 28th anniversary of radio broadcasting the industry's greatest joint celebration, Mr. McGill said, and others are being heard from almost daily.

A progress report on the plans for National Radio Week promotion will be made to a joint meeting of the Radio Week Committee and the RMA Advertising Committee, on Thursday, Sept. 9, at New York.

Promotion material that will be reviewed by the Committee includes a poster for display by high schools, radio dealers, broadcasting stations, and others in connection with the "Voice of Democracy" radio script contest for high school students which will again be a highlight of the Radio Week program.

The "Voice of Democracy" contest will be sponsored in hundreds of cities and towns over the country by chapters of the U.S. Junior Chamber of Commerce in cooperation with local broadcasters and radio dealers. The four national winners will be brought to Washington by RMA and NAB to receive $500 college or university scholarships next January.

The merchandising promotion will center about the "Radio-in-Every Room .. Radio-for Everyone" theme.

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RADIO JOURNALISM COUNCIL WOULD IMPROVE NEWS PROGRAMS

The Council on Radio Journalism meeting in Denver last week has recommended that, in view of the large number of Americans who get most of their news from radio, broadcasters should emphasize better news programs of local origination, and journalism schools and departments should strive to improve their instruction.

Meeting at Denver and Boulder, Colo., in a two-day gathering, the Council had as its guest Ralph Hardy, KSL, Salt Lake City, Chairman of NAB's Educational Standards Committee, and an NAB representative on the newly formed University Association for Professional Radio Education.

R. Russell Porter, University of Denver Coordinator of Radio, and President of the UAPRE, told the Council that its work since its founding by NAB and the American Association of Schools and Departments of Journalism in 1945, clearly demonstrates what can be done in other fields by the UAPRE.

CRJ Chairman Mitchell V. Charnley, of the University of Minnesota, was authorized by the group to appoint committees to study the field of instruction. A news clinic for journalism teachers, similar to the clinics held regularly for station news directors by the CRJ, will be one of the proposals investigated by the committees.

Considering the question whether television news is ready for inclusion in radio journalism curricula, the Council was told by William Brooks, NBC Vice President and Director of the Council, that it is too soon to begin to teach television news techniques. He explained that the techniques are still experimental. He added, however, that an exception to this rule is a school cooperating with a well-financed and progressive television station. Even in such a case, he said, the students would be post-graduate students.

Ralph D. Casey, Director of Minnesota University's School of Journalism, addressed the Council on the needs of radio journalism in war-torn areas of the world. Mr. Casey recently returned from Paris, where he was the professional education representative to the Technical Needs Commission of UNESCO. He added that American schools may be expected to receive foreign nationals who would come to study news teaching techniques here.

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"The WNBT telecast of the Navy show from the Leyte, one of the major beats in the history of television, was arranged by John Royal, more than a year ago. Royal nursed the project until the final moment, and three minutes before the telecast they still weren't sure it could be done." - Leonard Lyons' column.

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SCISSORS AND PASTE

Sen. Johnson, Colorado, Has Hard Re-election Fight
(Robert S. Allen in "Washington Post")

(Note - If Senator Johnson (D), of Colorado, is re-elected and if the Democrats win the Senate as they are now freely predicting, he would succeed Senator Wallace White as Chairman of the Interstate Commerce Committee which handles radio and communications. If the Democrats didn't win the Senate and Senator Johnson won, he would be the ranking minority member and Senator Tobey (R), of New Hampshire, would be the Senate Interstate Commerce Committee Chairman if he accepted that in preference to the Banking Committee.)

The Colorado crusader, Eugene Cervi, is a stocky, bustling, former newspaperman who was born in a miner's cabin. Cervi has set the State on its ear by his slashing campaign against Senator Ed Johnson.

The conservative Democratic boss of Colorado, Johnson, at 64, is seeking a third term in the Senate. Tall, hulking and slow in movement and speech, he was undecided for a long time whether to run. It's probable he now wishes he hadn't in view of the tough going he has encountered from Cervi.

The young militant has spared no punches. Throughout, Cervi has carried the fight to his old opponent. In speeches and snappy campaign literature, Cervi has raked Johnson from stem to stern with his own Old Guard voting record in the Senate. Cervi has dug up every vote cast by Johnson and is nailing him embarrassingly on them.

The battle is the toughest Johnson has had in his long career. His chances are very uncertain. Polls show a touch-and-go situation. Also, two years ago, contrary to the national trend, Colorado gave smashing majorities to liberal Democrats.

It looks bad for Johnson.

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Television Watcher Sees Lizard Bite Her Husband
("Associated Press")

When Wynford Vaughan Thomas, television broadcaster, came home with a bandaged finger a week or so ago, Mrs. Thomas knew without being told that he had tangled with an irritated reptile.

Mrs. Thomas saw it happen, right on the television screen in her Kensington (England) home. Her husband was broadcasting impressions from the London Zoo.

An attendant showed Mr. Thomas a long Chinese lizard called a gecko and, just as he was explaining what a sweet disposition it had, the gecko clamped its powerful jaws on Mr. Thomas' finger. He didn't scream, but Mrs. Thomas - some miles away - did.

The technicians managing the broadcast were so delighted with the unscheduled excitement that they kept their cameras and microphones trained on the spurting blood and the process of prying open the lizard's jaws with a pen knife.

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Petrillo Gets An Assist From British Musicians Union
(Arnold Fine in "Washington Daily News")

American singers who have been beating the Petrillo ban on recordings by traveling to England for musical accompaniment by British musicians are now chanting the blues.

The British musicians' union has announced that its membership henceforth is barred from making such recordings. This move is bringing widespread comment from those in the trade.

A local representative of the American Federation of Musicians, who wishes to remain anonymous, declares that in all probability the British ban will mean a complete victory for Mr. Petrillo in the recording controversy.

A Washington record shop owner, however, believes it will goad many platter companies into open rebellion against the AFM, with a resumption of recording in this country by whatever AFM or non-union musicians who want a job. He contends such action is justifiable under the Taft-Hartley law.

The British ban curbed the Andrews Sisters, on a personal appearance tour there, only a few hours before they were scheduled for a recording session accompanied by a British band. Other American musicians in England now barred from cutting records are Dinah Shore, Hoagy Carmichael and Betty Hutton.

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U.N. News Convention
("Washington Post")

The convention on freedom of information which the Human Rights Commission of the United Nations Economic and Social Council adopted at Geneva and will send without recommendation to the General Assembly at Paris is an indubitable disappointment even to guarded Western hopes. It does not seem at all likely that the agreement will lift the iron curtain in the slightest or put an end to any of the numerous restrains upon free access to news in the many lands, where these are imposed by censorship, discrimination or exclusion. It is a fundamental of Western thought that freedom of information is a powerful promoter of international understanding. But apparently some measure of international understanding is a prerequisite to the very freedom by which it is to be fostered.

The American delegation opposed two amendments introduced by Latin-American states and supported by the Eastern bloc. One of these, sponsored by Colombia, provides that each member country may make and enforce controls over news relating directly to national security. This can mean only censorship, and in an area as broad as any government wishes it to be, since national security nowadays traverses the whole range of national endeavor. The effect of this is to authorize what would be intolerable to free societies and what would at the same time give countenance to severe restrictions upon news in the societies that are not free.

The second amendment, sponsored by Mexico, declares that "nothing in the present convention shall limit the discretion of any contracting state to refuse entry into its territory to any particular person or to restrict the period of his residence. . ." This means that the Soviet Union can go right on excluding critical journalists or that the United States, for that matter - and this country

(continued at bottom of page 16)

TRADE NOTES

A small, portable tone generator, designed primarily for use in broadcasting studios, is now in production, it was revealed by the RCA Engineering Products Department. The new instrument (Type WA-26A), combining a high-quality audio oscillator and sensitive meter, supplies a suitable tone for use in equalizing remote telephone lines.

Dr. Edwin H. Colpitts, Director of the Engineering Foundation of New York, will be the 1948 recipient of the 100-year-old Cresson Medal of the Franklin Institute of Philadelphia. The award will be presented to Dr. Colpitts on Oct. 20 in recognition of his scientific achievements in the development of long-distance communication by telephone and radio.

Dr. Colpitts' service with the National Defense Research Committee in World War II won him the Medal for Merit. He holds twenty-four patents on telephonic inventions.

Development of a new television antenna which it is said will increase the range of television and FM sets in fringe areas by as much as 15 to 25 miles was announced by the Eastern Transformer Co., Inc., of New York City. The new unit is said to eliminate the need for most towers now deemed necessary in fringe areas.

Other features of the new antenna are: ease of assembly and installation; mechanical stability of design and operation; correction of "ghost" images; comparatively low cost; and elimination of unwanted sound and picture disturbances caused by automobiles, X-Ray and diathermy equipment.

Station WEGM, Quincy, Ill., willbecome affiliated with the American Broadcasting Co. effective October 1. Owned by the Quincy Broadcasting Co., WEGM operates full time on 1,000 watt power. The affiliation of WEGM will increase the total number of ABC affiliates to 269.

American Bosch Corporation - Six months to July 4: Net profit $791,104 or $1.14 a share, compared with $537,477, or 77cents a share, last year; net sales $8,983,888 against $10,449,652; June quarter: Net profit $491,129 or $.71 a share on sales of $4,648,281, compared with $330,943, or $.48 a share on sales of $5,435,449, a year ago.

WWHG, W. H. Greenhew Co., Inc., Hornell, N. Y., granted six-months special temporary authority by the FCC to operate a 10-watt satellite station on Channel No. 285 (104.9 mc), to improve reception of FM programs of WWHG in Hornell. Previous efforts to remedy the situation by reorienting or changing position of receiving antennas proved unsuccessful. Tests by applicant with a transmitting antenna supported by a helicopter 400 feet above the transmitter gave no appreciable improvement.

In the photo-history book, "I Distinctly Remember" by Agnes Rogers and Frederick Lewis Allen depicting the period from 1918 to Pearl Harbor, is this caption of a picture of Dr. Frank Conrad of Westinghouse:

"Dr. Conrad wasn't the first man to get the idea of using radio for general entertainment. For instance back in 1916 David Sarnoff then with the Marconi Company sent a note to the general manager saying, 'I have in mind a plan of development which would make radio a household utility. The idea is to bring music into the house by wireless.' And he proposed transmitting music to a 'radio music box'. The plan did not go through then and it was Dr. Conrad who actually started things going."

Funeral services for Kenneth B. Warner of West Hartford, Conn., for 29 years Secretary of the American Radio Relay League were held last Saturday. He was born in Cairo, Ill, fifty-three years ago.

Mr. Warner joined the American Radio Relay League in 1919. In 1925, with Hiram Percy Maxim, then President of the ARRL, Mr. Warner played a prominent role in the organization at Paris of the International Amateur Radio Union, an association composed of amateur radio societies.

Following the meeting of the Board of Directors of the Radio Corporation of America held last Friday in New York, Brig. Gen. David Sarnoff, President and Chairman of the Board, announced that a dividend of 87-1/2 cents per share has been declared on the outstanding shares of $3.50 Cumulative First Preferred stock, for the period from July 1, 1948 to Sept. 30, 1948. The dividend is payable October 1, 1948, to holders of record at the close of business Sept. 13, 1948.

Committees of the National Association of Broadcasters and Television Broadcasters' Association met at the Waldorf-Astoria Hotel in New York last week to discuss future trade association needs. The committees concluded that all the elements of electronic mass communication, comprising television, sound broadcasting and facsimile, must maintain a continuously unified front upon matters of industry-wide interest.

Radio receiving tube sales dropped to 9,637,244 in July due to vacation plant shutdowns in the radio industry and other seasonal and market conditions, the Radio Manufacturers' Association reported last Friday. June sales were 15,114,272.

July sales brought the year's total reported by RMA member-companies to 109,643,207. July sales were classified as follows: 6,466,320 for new sets, 2,824,013 for replacements, 308,620 for export, and 38,291 for government agencies.

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U. N. News Convention (Continued)

has not been hospitable of late to writers from behind the iron curtain - can do the same on this side. This is, of course, an indisputable attribute of sovereignty. But it is precisely the attribute which an international agreement designed to promote freedom of information should aim to mitigate rather than to perpetuate.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

Founded in 1924

NATIONAL BROADCASTING CO. INC.
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No. 1842

September 15, 1948

COY SAYS MAY TAKE 6 TO 9 MONTHS TO REVISE TV ALLOCATIONS

Newly acquired information having to do with tropospheric interference has evidently thrown the Federal Communications Commission into a tailspin with regard to future procedure pertaining to television broadcast allocations.

Addressing the TV Industry Commission Conference in Washington last Monday, Wayne Coy, FCC Chairman, declared it might take six to nine months to revise the Commission's TV standards and rules. He said:

"It is my observation that the planning aspects of any radio service are never ended. This is another way of saying that we never know and never pretend to know at any one time all there is to know about radio propagation in any particular part of the spectrum. After many years of standard broadcasting, we still are learning about Sky Wave propagation. As our knowledge increases, our Engineering Standards must be reexamined.

"But the use of the radio spectrum cannot be delayed until the scientists tell us that they now know all there is to know about the spectrum. Engineers are always making application of scientific data in arguing for the establishment of new radio services. As we develop radio services, we continue to increase our knowledge and to improve the standards for the betterment of the service.

"We stand at this point today with respect to television service in the VHF frequencies. Service was inaugurated in these bands prior to the war. The commercial use of these bands is almost entirely a post-war development. Many of the characteristics of these frequencies were indicated in the early use of them by the television service and today there is a larger body of information available because of the increased number of stations utilizing the frequencies in the band between 54 and 216 Mc.

"In the allocation proceedings pursuant to the order of the Commission issued May 5, 1948, representations were made to the Commission of the serious affects of tropospheric interference in the present television allocation plan and in the proposed television allocation plan. These claims of interference are in general supported by the studies made by the Commission's Bureau of Engineering and I understand by studies made by other agencies of the Government. We cannot close our eyes to new scientific data. The standards of good engineering practice must reflect what we know about tropospheric propagation. And any allocation plan must be based upon standards of good engineering practice, at the very least recognizing all the scientific data reflected in the standards if not affording stations protection from all of the interference known."

To summarize "where we are at", Chairman Coy said at the conclusion of a 14-page, single spaced typewritten statement:

"(a) There were 18 commercial VHF television channels available at the outbreak of the last war, but this number has now been reduced to 12, primarily because of the requirements for spectrum space of other radio services. The Commission has issued 116 authorizations for commercial television stations and 304 applications are now pending. 36 of the stations authorized are now in operation in 21 cities and the remaining 79 in 68 cities are under construction.

"(b) The geographical allocation plan for television now pending reflects a continuing effort to obtain the maximum number of assignments with the few frequencies available. We have continually thrown away the 'safety factor' of greater mileage separations in a series of progressive steps, and today the assignments on these 12 channels are exposed to interference due to tropospheric propagation, because of the relatively close spacings between stations in many sections of the country.

"(c) The Commission is now confronted with a basic conflict in the desires of the industry to obtain stations with many large service areas and at the same time have a large number of assignments in each of the various cities.

"The Commission's notice providing for this conference today set forth these issues:

"1. Whether the Commission should initiate proceedings to revise the television allocation rules and standards prior to final decision.

"2. If the standards are to be revised, what policy should be adopted with respect to applications now pending before the Commission.

"3. What procedures should be adopted in order that the revised standards can be based on the best available engineering information.

"Issues 1 and 3 must, of necessity, be considered together. We cannot have any understanding of the problem in issue 1 without knowing what the procedures would be to effect a revision of our standards of good engineering practice and allocation rules. The time required for such changes in our standards of good engineering practice and allocation rules is likewise an important factor, particularly in relation to Issue No. 2.

"If changes are to be made to reflect in our standards of good engineering practice current information about tropospheric propagation it would seem that the logical steps are as follows:

"1. An engineering conference should be held to discuss methods of measuring tropospheric effects. Such a conference might well include engineers interested in the VHF television service and the FM service. The methods of measuring tropospheric effects are mutually applicable to these services. Data on tropospheric propagation now in the hands of the Commission can be put in

shape for distribution to those concerned within the next month. A reasonable period of time for study of this information would seem to be 30 days so that we might think in terms of a general engineering conference about the middle of November.

"2. Following that general engineering conference, two further engineering conferences could be held. One would discuss what standards on tropospheric propagation, if any, would be incorporated in the standards of good engineering practice for television, and the other to do the same thing for the FM service.

"3. The next logical step would be the incorporation of such standards respecting tropospheric propagation in the rules of the Commission.

"4. The revision of the television allocation plan based upon the new standards, or recognition in the Commission's standards of good engineering practice of the effects of tropospheric propagation with a specific provision, however, that protection will not be accorded in making allocations of television channels to the various cities.

"You can make your own estimate of the time required for the various steps outlined above as well as I. It seems to me that the minimum amount of time is in the order of 6 months for such a revision of the Commission's standards and rules. Nine months might well be taken as a better estimate of the time that will actually transpire. I do not want to minimize this problem at all, and the longer the period of time that elapses, the more aggravated becomes Issue 2 now before us.

"This particular phase of the problem raises the question of whether we want adequate planning reflected in the television service or whether we are going to yield to the insistent pressures of applicants who are now willing to take whatever they can get but who, like persons now holding authorizations, will then want large service areas and protection from interference. It seems obvious that if we are to pursue the procedures I have been talking about, the processing of applications will necessarily need to be held up pending the adoption of a final rule on a new allocation plan."

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Mrs. Dorothy Lewis, Coordinator, Women's Broadcasts, United Nations, speaking at the WTOP-CBS Workshop in Washington, said:

"The first sound that was heard around the world was the barking of a dog. WGY was all set up for the first round-the-world broadcast, when a dog ambled in and barked."

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NEW SYLVANIA TELEVISION TUBE PLANT NEARING COMPLETION

Current expansion of television viewing tube production by Sylvania Electric Products, Inc. will include a new plant at Ottawa, Ohio, the company's second new unit to go into production this year, according to J. C. Farley, General Manager, Radio Division. He said that operation of the new plant will begin within a few weeks and that it will double Sylvania's present rate of tube output for the increasing demand of television set makers.

"Initial production facilities at Ottawa", he continued, "will be increased, supplementing the capacity of two plants at Emporium. Decision to establish a new television tube plant in Ohio is consistent with Sylvania's decentralization pattern. The location, close to supplies of vital glass and strategically located for distribution to television set manufacturers in the Chicago area, should help expedite shipments by reducing transportation time required for both raw materials and finished product."

"Operations at Ottawa", he added, "should release facilities at the Emporium plant for tubes for set manufacturers located in the East, since both plants will be equipped to make a complete range of viewing tubes now in strong demand. These include an increasing number of twelve and one-half inch and fifteen inch sizes in addition to the popular ten inch and the seven inch size for smaller sets. While the majority of tubes produced at both locations will be for television sets, a nominal number of cathode ray tubes for industrial applications will also be scheduled."

Willis C. Toner, formerly Superintendent of Television Tube Plants at Emporium, Pa., has been appointed Manager of the Ottawa plant by W. H. Lamb, General Manufacturing Manager of Sylvania's television tube plants.

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CBS REPORTED SEEKING ST. LOUIS GLOBE-DEMOCRAT TV TIE-IN

The Columbia Broadcasting System is reported to be seeking an interest in the proposed St. Louis Globe-Democrat station if the Federal Communications Commission grants the Globe-Democrat's TV application.

It had been reported that CBS was interested in buying into St. Louis television as it had invested in Los Angeles. The network recently negotiated an arrangement with KTTV, the Los Angeles Times station, in which CBS now owns 49% of the stock.

The Globe-Democrat, one of seven applicants for four video channels, operates KWGD-FM. CBS owns the 50-kw KMOX, in St. Louis.

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NO LOTTERY SAYS WARL, ARLINGTON, ANSWERING QUIZ PROGRAM CHARGE

Radio Station WARL, of Arlington, Va., denied Monday charges that a "Dollars for Answers" program it had broadcast violated the lottery section of the Communications Act, according to the Associated Press.

The station contended the program, now discontinued, was one "predominantly of skill."

The FCC on August 5 said it agreed with its Examiner's report holding that the program was in violation of Section 316 of the Communications Act of 1934.

In its answer Monday, the station asked for a hearing before the Federal Communications Commission to present additional information.

The Commission also on August 5 - in a separate action - indicated it will crack down on various radio "money" programs.

Because of the "growing number" of such programs, the Commission said it proposed to lay down stringent rules as to what type programs may be broadcast.

It has agreed to hear arguments October 19 before putting any new rules in force for the industry.

In the Arlington case, Station WARL contended Monday that 97 percent of the persons called on the telephone to answer "money" questions had not been listening to the program. Although admitting that the correct answers were given over the air prior to the telephone calls, the station said 44 percent of the prize winners were not listening to the station at the time of earning the award.

Thus, the station insisted, it had not violated the lottery chance section of the act.

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A RADIO FREQUENCY MASS SPECTROMETER

A comprehensive investigation of the conditions for the formation of negative atomic ions of the heavier metallic elements had led to the development, by Dr. Willard H. Bennett of the National Bureau of Standards' physical electronics laboratory, of an extremely valuable method for detecting, separating, identifying, and measuring such ions. This is one of the most neglected fields of research in pure physics. Since negative atomic ions, consisting of atoms with extra electrons, have very low energies of formation, their study has been difficult because of the rapid dissociation of the ions in very short distances of travel; that is, before they can reach a measuring electrode. The exacting requirements of this field of research have now been met by means of a specially designed vacuum tube which provides a greatly simplified and flexible

radio-frequency mass spectrometer. This spectrometer not only opens up a new means of exploring the little-known fundamentals of negative atomic ions but its special characteristics make it widely applicable for other uses, including the mass spectrometry of positive ions.

Negative atomic ions have been detected for only a few elements since they were first discovered about 40 years ago, although accepted theory has indicated the possibility of producing such ions from many of the elements. Experiments begun at the Bureau by Dr. Bennett in 1946 indicated that negative atomic ions might well exist in the many familiar forms of electrical discharge in vacuum tubes, but that they would not be detected if the distance through the tube between the discharge and the electrode was large. It was necessary, therefore, to devise an experimental method for separating and identifying such ions within distances of only a few centimeters. This was accomplished through the new mass-spectrometer tube. * * * * *

" The simplicity and low cost of the radio-frequency mass spectrometer should make it attractive not only in those applications in which its special characteristics make it superior to any other kind of mass spectrometer, but also in those laboratories where the expense of other types of equipment is prohibitive", says the Standard Bureau Technical News Bulletin for September which gives details of the radioactive isotope development. "Though the possibilities of the new apparatus have not yet been adequately explored, preliminary experimentation at the National Bureau of Standards indicates that many specialized uses for this kind of tube will come to light as it becomes better known."

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ABC'S NEW DETROIT TV STATION SOON; ALSO 1ST MIDWEST TV NET

With its October 9 debut rapidly approaching, WXYZ-TV, the Detroit station of the American Broadcasting Company is putting the finishing touches to its 287-foot video tower which weighs 40,000 pounds. Cost of the tower is in excess of $50,000.

October 9 not only marks the inaugural of WXYZ-TV, but also the linking of Detroit with Chicago in a mid-West television network. A microwave relay now connects Detroit and Toledo. Exchange programs are expected from New York early in 1949.

The first network program to be televised in the midwest will be the non-championship professional football game between the Chicago Cardinals and the Pittsburgh Steelers, on Sunday, September 19, it was announced last week by Paul B. Mowrey, National Director of Television for the ABC.

Detroit is the third city in which ABC will inaugurate owned and operated television station operations this year. Before the end of 1948, ABC plans to have television stations in operation in Los Angeles and San Francisco in addition to WJZ-TV now on the air as ABC's New York key station, and WENR-TV, the network's Chicago station which premieres on September 17, and WXYZ-TV, the Detroit station.

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MINNESOTA U.S. JUDGE DECLARES FILM MUSIC FEE ILLEGAL

A Federal Judge last Saturday ruled illegal the "performance fee" that owners of music copyrights have collected from theatres exhibiting movies containing the tunes.

The decision, by Judge Gunnar H. Nordbye, came in a suit brought by the American Society of Composers, Authors and Publishers against four Minnesota theatre companies which have refused to pay the fee.

In his seventeen-page memorandum, Judge Nordbye, according to the Associated Press, refused the request of five music publishing concerns for damages and injunctions to prevent further violations of the copyrights they hold.

Under the ASCAP system, in effect since sound was added to motion pictures, the Society sells producers the right to incorporate copyright music into films. Exhibitors then are required to pay ASCAP for the right to show films in which the music is performed.

"This method of doing business, by plaintiffs and other ASCAP members," Judge Nordbye declared, "undoubtedly was prompted by a desire to protect their rights ascopyright owners. Notwithstanding these seeming beneficent purposes, ASCAP has obtained by these methods and practices they have carried on over the years a monopolistic control over the copyrighted films in which their music is integrated."

Judge Nordbye held further that to grant the damages and injunctions "would tend to serve the plaintiffs in their plan and scheme with other owners of ASCAP to extend their copyrights in a monopoly beyond proper scope."

The suits were brought by M. Witmark & Sons; Santley-Joy, Inc.; Harms, Inc., and Witmark & Mills Music, Inc., all New York music firms and ASCAP members.

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CONTROL TRANSFER OF DON LEE NETWORK ASKED; THOMAS LEE ILL

Thomas S. Lee, President and sole stockholder of the Thomas S. Lee Enterprises, including the Don Lee network and owned stations, has been entered in a California hospital on his physicians' authorization, following a complete nervous breakdown, Lee Enterprises spokesmen said last week. Lewis Allen Weiss, Vice-President and General Manager, and Willet H. Brown, Vice-President and Assistant General Manager, were appointed guardians by the Los Angeles Superior Court.

Transfer of control of the Lee stations to Messrs. Weiss and Brown, as guardians, will be sought in a pleading to be filed with the Federal Communications Commission shortly, Don Lee attorneys advised the Commission last week. (Later story on page 16)

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RMA "SILVER ANNIVERSARY" AND PARTS SHOW CELEBRATION NEXT MAY

A gala radio industry celebration is planned in Chicago during the week of May 15, 1949, combining the 25th RMA "Silver Anniversary" convention and the annual Radio Parts Industry Trade Show. The Stevens Hotel will be largely taken over for the joint industry program marking the founding of RMA in 1924 and the annual Parts Trade Show. An elaborate "Silver Anniversary" industry banquet will climax the celebration on Thursday evening May 19, in the Stevens Hotel Grand Ballroom.

The decision to combine the two big industry events was made recently by the RMA Board of Directors and concurred in by the directors of the Radio Parts and Electronic Equipment Shows, Inc., which operates the Parts Show.

The Parts Show management also decided to broaden the eligibility rule for exhibits by parts and components manufacturers to give limited exhibition privileges, in the 1949 show to parts manufacturers selling to set manufacturers or other industrial outlets, in addition to manufacturers selling to jobbers, heretofore admitted. For the latter, the Stevens Hotel Exhibition Hall will be utilized as usual, and for the industrial exhibitors, rooms have been reserved on the Stevens fifth and sixth floors. A total of 1,450 rooms have been reserved for the Parts Show and RMA convention attendance.

President Max F. Balcom of RMA has appointed a large "Silver Anniversary" Convention and Banquet Committee, with RMA past President and Treasurer Leslie F. Muter, of Chicago, as Chairman, and Charles M. Hofman, also of Chicago, as Vice Chairman. The Committee includes representation of all RMA groups and also the members of the Parts Show Banquet Committee.

Plans for elaborate industry events, especially the "Silver Anniversary" banquet on Thursday, May 19, which will include broadcasting and many historic industry features, will be made at a dinner meeting of the committee at the Roosevelt Hotel, New York City, on Thursday evening, October 7, called by Chairman Muter. Subcommittees on broadcasting, speakers, program, anniversary souvenirs, and other events will be appointed.

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AUSTRALIAN RADIO RECEIVER BACKLOG FILLED

The number of single-receiver licenses in force in Australia as of June 1st was 1,694,194, a decline of 42,958 from the preceding month. This decline is attributed to the failure of owners to renew licenses, rather than to an actual decrease in the number of sets in use.

The industry feels, however, that the postwar backlog of orders for radio sets has been filled and that the manufacturing and selling of radios is the most competitive business in the Commonwealth today.

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"AXIS SALLY" INDICTED ON 10 COUNTS OF TREASON

Mildred Elizabeth Gillars, 47 years old, a native of Portland, Maine, known as "Axis Sally", who broadcast from Germany during World War II, was indicted in Washington, D. C. last Friday on 10 counts of treason last Friday.

Miss Gillars will be arraigned before Judge Jennings Bailey in U. S. District Court in the Capital tomorrow (Thursday, Sept. 16).

Miss Gillars is accused of broadcasting a series of "Home, Sweet Home" programs over the German radio to American troops in Europe.

The indictment charged that she aided Hitler's Nazi German government in its psychological warfare against the United States not only to weaken the resistance of Americans at home but also "for the purpose of . . . weakening the fighting powers and the morale" of U. S. troops overseas.

The indictment further accused her of violating her allegiance to the country of her birth and said she "knowingly, intentionally, willfully, unlawfully, feloniously and treasonably did adhere to the enemies of the United States."

Besides her "Home, Sweet Home" broadcasts, allegedly designed to whet the homesickness of American soldiers serving in North Africa, Italy and on the Western Front in Europe, the grand jury said Miss Gillars helped produce a radio drama entitled "Vision of Invasion".

The jury's charge disclosed no details of the "Invasion" drama, but American war correspondents who heard the broadcasts in England recalled that they conjured a picture of inevitable and frightful calamity that would strike Allied invasion forces.

According to the indictment, Miss Gillars broadcast for the Germans from December 11, 1941, through May 8, 1945. Originating points were listed as Chartres and Paris in France, Hilversum in Holland and Berlin.

The indictment said that the defendant persuaded captured American soldiers to record messages to their families and relatives "for the purpose of obtaining a large listening audience in the United States."

Instead of sending the messages of the American war prisoners to their loved ones at home, the indictment continued, Miss Gillars exploited them to "interject and weave" Nazi propaganda into the broadcasts.

Miss Gillars has been held in the District Jail in Washington since August 21. She was arrested two years ago, cowering in the rubble of a burned-out Berlin cellar when American troops entered the German capital.

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SUPERVISOR WOULD PUT HEAT ON SUPERVISOR, PTA TO GET SCHOOL SETS

A school that doesn't have radio (and television where it is available) is behind the times, Dr. Kenneth Bartlett, Dean of the College of Education, Syracuse University, told the Fourth Annual Radio Work Shop sponsored by WTOP-CBS and the Washington D. C. Public Schools last week.

"Ask your supervisor for sets", Dr. Bartlett urged. "If he won't, ask the PTA. If it won't, go to the community."

The New Yorker had some other ideas about radio, also the press, some of which follow:

"The essence of all our freedom is freedom of the press, radio, and movies, yet how many adults really know how to read, listen, and look -- how to separate the good from the bad. The obligation of an adult in a democratic society is to be able to separate the good from the bad in what he hears, reads, and sees.

"All teachers and administrators should know how to consume radio and press. Few people, particularly few teachers, know the really significant characteristics of radio.

"Few know the universality of the radio log -- how it must appeal to everyone.

"People tend to follow their prejudices, and seldom do they tune into something they don't like or agree with just to hear what it has to say. An adult person should do this, however.

"Radio stresses the common man's wants. It must. It's a comman man's medium.

"Another main characteristic of radio is contemporaneousness. In all fields of expression, none is as contemporaneous. Once it's said, it's said. Movies you can shoot over. Newspapers you can replate. In radio there is no chance for correction.

"People sepnd more time at the radio than they do in reading. They spend half as much time at radio as their kids do in school. Thus radio is a potent educational medium - or can be.

"Teachers ought to assign out-of-school listening to the good shows. Documentaries have more vitality than any text book. And teachers should ask schools to buy tape recorders so these broadcasts can be played back during school hours.

"If you are going to make the school a center of the study of media of communications (and you should make it so) - subscribe to 5 to 15 leading newspapers. Consume them. Cut them up, mark them, put them on bulletin board, comparing various ways of treating the same story, pointing out use of wire services, etc.

"This does not mean putting aside text books. But we must use press and radio consistently to supplement the regular courses.

"Make the present the most vital part of the educational system by use of radio and newspapers. Make youngsters into adults by helping them understand the problems of today -- Marshall Plan, taxation, etc.* * *

"Start the process of evaulation by using newspapers and radio. If we do this, the school systems of America will be better. The study of communications media makes discriminating adults."

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DREW PEARSON'S EX-WIFE SEEKS TO BREAK $15,000,000 WILL

Countess Felicia Gizycka, former wife of Drew Pearson, radio commentator and newspaper columnist, last Monday asked the District Court in Washington, D. C., to decree her the sole heir to the estimated 15-million-dollar estate of her late mother, Mrs. Eleanor M. Patterson, publisher of the Washington Times-Herald, brother of the late Joseph Patterson, of the New York News, and cousin of Col. Robert McCormick of the Chicago Tribune.

The Countess filed formal notice that she will contest the will by which her mother called for distribution of the estate to a number of persons and charities and left the Times-Herald to seven top employees. Mrs. Patterson was editor and publisher of the paper. She died July 24th.

Mrs. Patterson's will gave her daughter a $25,000 annual life income, plus an estate at Port Washington, N. Y., real estate in North Dakota, and other personal property not otherwise bequeathed. Mrs. Patterson left nothing to her granddaughter, Ellen Pearson Arnold, daughter of the Countess and Drew Pearson. Countess Felicia and Pearson were later divorced. Mrs. Patterson's will said she had made her granddaughter "a substantial gift during my lifetime."

In her petition, the Countess alleged there were a number of defects in the will, one of her charges being that her mother was not "of sound mind and memory" when she made the will.

Besides questioning her mother's mental competence, the Countess' petition charged:

1. That the will as filed in District Court was not the last will and testament of her mother.

2. That the will was obtained from Mrs. Patterson by "fraud and deceit exercised upon her by some person or persons unknown".

3. That the will was procured from Mrs. Patterson by "undue influence, duress, and coercion exercised upon her by some person or persons unknown."

4. That witnesses to the will did not sign their names to it in the presence of Mrs. Patterson or of each other.

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$10,000 POSTED FOR POLK KILLER

William J. Donovan, former head of the Office of Strategic Services, announced last week that the Overseas Writers' Association had offered a $10,000 reward for information leading to the arrest and conviction of the murderer of George Polk, Columbia Broadcasting System correspondent.

Mr. Donovan recently returned from his third trip to Greece as counsel for the Association, headed by Columnist Walter Lippmann. He made the Association's offer in a broadcast over the CBS network. He said that on his trip "we told the Greek authorities that they had failed to explore, earnestly and carefully, all the possibilities" to the solution of the slaying.

Mr. Polk was found dead in Salonika, Greece, four months ago, his body trussed and a bullet hole in his head. His mother has termed his death a "political murder", according to the Associated Press.

Mr. Donovan said he had relayed his criticism of the investigation "to the Minister of Justice, the Foreign Minister, the Prime Minister, to King Paul and his court advisers and, of course, to the police officials immediately responsible for the investigation.

"There are two points I should like to make. The Greek Minister of Public Order, Mr. Rendis, agreed with our criticism of the investigation.

"Secondly, as a result of our insistence, the government of Greece has been compelled to take over the direction of the police inquiry at the highest level. The Minister of Public Order has assumed personal responsibility for the conduct of the investigation.

"Now it is up to the Greek government. This is their responsibility. This is their chance to show they can discharge it. Only they have the power to conduct a thorough-going inquiry into this crime.

"If they fail to use this power within a reasonable time, it is my opinion that it will then devolve on the United States Government to make formal representations to the government of Greece and see to it that a truly comprehensive inquiry be made."

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SOVIET M.P. HOLDS ABC CORRESPONDENT IN BERLIN CITY HALL

ABC correspondent Lyford Moore reported from Berlin last week that he had been trapped in the Berlin City Hall by Soviet Military Police for 43 hours. Moore, the only network radio correspondent to spend the night in Berlin's besieged City Hall, described his captivity in a broadcast from Berlin last Wednesday when he also gave an eye-witness account of how the Soviet police kidnapped 19 Western Sector police after guaranteeing safe conduct from the City Hall to the Western zone. Moore had left the City Hall with American authorities and the German police under the same conduct.

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SCISSORS AND PASTE

Radio For Buses
("New York Times")

Radio sets and loudspeakers have been installed in the public buses of twenty cities, with the prospect that twenty more will soon be added to the list. News, music, "commercials" and all that is good and not so good in broadcasting pour into the ears of passengers. On the whole, polls conducted in Covington, Ky.; Evansville, Ind.,and Cincinnati, Ohio, indicate that background music is acceptable on the way to and from work. Cincinnati's installation was made entirely at the local broadcasting company's expense. As might be expected, radio is as much a source of revenue as advertising cards.

The questionnaires of the poll-takers brought out protests. A highly vocal 8 per cent in Washington, D. C., protested against radio, and some even suggested that ear-plugs be furnished to protect innocent passengers from assaults on the ear. Perhaps in response to similar protests St. Louis will turn on sponsored "commercials" for not more than twenty seconds at a time at intervals of five to ten minutes. Why the bus companies of this city, so hard pressed by their own account that even with a seven-cent far they cannot make ends meet, have not installed revenue-earning radio no one has yet explained.

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Imagine Our Old Pal A-K In This Costume!
(Mary Van Rensselaer Thayer writing from Hollywood in "Washington Post")

The gayest outing hereabouts was the gala premiere of Ringling's Circus in Hollywood, impressarioed by a group of stars to raise money toward a 100-bed wing in local St. John's Hospital. A score or more movie headliners put on individual circus acts and a whole section of the seats were sold for $100 apiece.

A Mexican strumming a guitar sauntered among the guests. The host was dressed as a ringmaster, complete with top hat, whip and walrus mustache. Among the more colorfully attired was Atwater Kent, the amiable millionaire who devotes his whole time to giving parties. He wore a black and white checked suit, straw sailor, loud tie and a little finger ring set with coffee diamonds and rubies. Half the ladies in Kent's immediate vicinity kept a thoughtful eye on the sparkling bauble.

Rosalind Russell and Louella Parsons, who made a radio announcement at the circus, were gotten up to kill. Sonia Henie, though in conventionally cut black satin, whooped it up with a halo of pink feathers.

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AFRA Apprehensive Over Future Of Radio
(Harry MacArthur in "Washington Star")

With the first full-fledged season of competition between radio and television about to break, the main topic of conversation among members of the broadcasting and telecasting staffs is speculation on the future of both media when the all-out clash takes place.

There have been all kinds of predictions of which the most dire is that just plain sound broadcasting is doomed and that before long the radio receiver will become as obsolete as a mustache cup.

Perhaps outstanding evidence of this point of view comes from the performers themselves who have been making their living projecting their voices into microphones. The American Federation of Radio Artists which recently concluded its convention in Boston, came out of its conclave with an apprehensive eye on the future of radio.

The consensus of the delegates to the Boston meeting is that video will take over much sooner than most people expect and that strictly sound broadcasting will take a back seat in public choice during the evening program hours by at least two years from now.

On the other hand sound broadcasting faces the Fall and Winter season with what the networks claim is to be its brightest prospects in many a year from a commercial standpoint. When this crucial year in the history of both media has been completed a highly controversial question may have been answered. Meanwhile every one in the trade is feverishly watching every straw in the wind. Some careers may be at stake. And the listening and viewing public will undoubtedly be subjected in the months ahead to one of the greatest barrages of program offerings in new styles and formats ever to come down the ether waves.

The necessity for long-range planning in television programming is evidenced by the fact that already the video network representatives in Washington are starting preliminary checkups for the telecasting of the presidential inauguration ceremonies.

By the time the next President takes the oath of office, it is estimated that the pageantry connected therewith will be available by television to two-thirds the popularion.

NBC television hopes to feed the visual reports to its East Coast network which may number 20 stations by that time with the possibility of the service becoming available to an additional 12 stations in the Midwest by direct relay. NBC says the Midwest link may be opened by Christmas time.

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A Time For Radio Stations To Keep Cool
("Broadcasting")

Radio, these days, is no business for the faint-hearted.

It doesn't take a survey to conclude that almost everybody's worried about the TV revolution. The broadcaster who isn't in wants in. Or does he? Those who are in are worried about upsetting the existing allocations, and, of course, about red ink and unions and operating problems. The FCC is concerned about allocations and a counterpart of the FM upstairs-downstairs nightmare. The public is distraught about set costs (if they have TV available) and about obsolescence if they buy now. That part of the public that

(Continued at bottom of page 16)

TRADE NOTES

Don Petty, General Counsel of the National Association of Broadcasters, has been elected to the House of Delegates of the American Bar Association, at the organization's convention at Seattle, Wash. The Bar Association's House of Delegates is one of the national body's governing groups. It determines policies and controls administration of the Association.

Commander Donald B. MacMillan has returned from an 8,000 mile Arctic voyage in which he took his schooner Bowdoin further north along the coast of Greenland than on any of his many earlier trips into the far north. In a radio message sent from Battle Harbor, Labrador, to Commander E. F. McDonald, Jr., President of Zenith Radio Corporation, MacMillan said that he had worked through heavy ice to within 11 degrees (about 750 miles) of the North Pole.

Montgomery County's (Maryland) 21,000 school children received a radio welcome Monday from school officials when they returned for Fall classes.

Radio station WGAY presented a 15 minute program, "Radio Assembly - Montgomery County schools" that was beamed to all schools in the county. Ann Swazee, Montgomery-Blair High School student conducted the program and Dr. Elvin W. Broom, Superintendent of Schools, and Brooke John, President of the Montgomery County Board of Commissioners, extended an official welcome.

Price increases on a large number of radio and radio-phonograph models were announced last Saturday by Philco Corp. The company said the adjustments, averaging 2-1/2 percent over the whole line at the retail level, will be effective as of last Monday, Sept. 13.

At the same time the company said Model 1240, a consolette television receiver with a 12-inch viewing tube, will be increased from $424.50 to $439.50, plus excise tax and installation.

Television set production exceeds 4,000 receivers a week, Philco said. "By the fourth quarter of this year", said President William Balderson, "our schedules call for the manufacture of 8,000 television receivers a week."

According to Leonard Lyons' column - "Until he read it in the newspapers, Niles Trammell, President of NBC, didn't know that the Amos 'n' Andy show, one of the oldest shows in the network, was switching to CBS."

A new series of one-hour drama productions elaborately wrought for television on a scale seldom seen before in the new medium will be presented under the auspices of "The Ford Theater" over the CBS Television Network beginning Sunday, Oct. 17 (CBS-TV, 7:30-8:30 P.M, EST).

"The World Today", a column appearing in the Washington Daily News, reports: "New Yorkers who call Bostonians hereafter probably will be broadcasting and not know it. The Long Lines Depart-

ment of A. T. & T. revealed that a radio relay system, using seven hilltop stations between the cities, will carry some conversations. Users of long distance won't notice any difference between land lines and the air waves."

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LEW WEISS IS NEW DON LEE PRESIDENT

Lewis Allen Weiss last week was elected to the presidency of Thomas S. Lee Enterprises in Hollywood, which owns Don Lee network, television station. He had been Vice-President and General Manager of the regional. Willet H. Brown, also Vice-President of the net becomes Executive Vice President of Enterprises; A. M. Quinn, Secretary-Treasurer, and Ray Sandler, attorney, Assistant Secretary.

The new slate of officers followed a court petition to have Thomas S. Lee declared incompetent. Mr. Weiss left for Hot Springs, Va., to preside at quarterly meeting of Mutual Board, of which he is Chairman.

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WHN CHANGES CALL LETTERS; ASCAP SALUTES WMGM

Station WHN in New York, formally changes its call letters to WMGM (Metro-Goldwyn Mayer) in a special three-hour program this (Wednesday) evening, starting at 8 o'clock.

Mayor O'Dwyer will make a brief address and a portion of the program will be contributed by some of the outstanding writers of ASCAP, under the direction of Fred E. Ahlert, President of the Society. Gene Buck, well-known former President of ASCAP, will introduce the Society's writers in the light operetta and musical comedy field, and Deems Taylor, also well-known past President of the Society, will present the composers of serious music.

The second portion - from 9 to 10 P.M.will come from the Hollywood lot of Metro-Goldwyn-Mayer, with which the station is affiliated through common ownership by Loew's, Inc.

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(Continued from bottom of page 14) - "A Time For Radio Stations To Keep Cool"

doesn't have TV wants it. The advertiser, harking back to radio's aborning days, wants preferred position. The agency wants position and sweats over production, costs and commissions.

TV almost overnight is the new sales Valhalla. It has moved faster than the wildest predictions of its most ardent zealots. The cost factors have moved faster too. And the allocations problem, recognized from the start because of the ether hog propensities of video, is much worse than originally envisaged.* * * *

Radio, we say again, is no business for the timid. Those who view TV as a frightening ogre should get out of radio, for TV is radio with eyes between its ears. But the ears of radio - 66,000,000 pairs of them - are the firm foundation of the House of Radio. They will remain so as long as there are programs to which to listen.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

Founded in 1924

NATIONAL BROADCASTING CO. Inc.
LEGAL DEPARTMENT
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No. 1843

PDK

September 22, 1948

"DANGEROUS TO HEAR ALL SIDES?" COY TAUNTS CONGRESS PROBERS

There was a quick and vigorous reply from Wayne Coy, Chairman of the Federal Communications Commission to a reprimand administered by the Congressional Investigating Committee headed by Representative Forest A. Harness (R), of Indiana, that two rulings of the FCC dealing with political and with atheism broadcasts were "dangerous and mischievous."

"The Federal Communications Commission has said in a number of decisions that the public interest is served by affording to radio listeners the opportunity to hear differing points of view about controversial public questions over the radio facilities of this country", Chairman Coy retorted. "It is difficult to imagine that it is a dangerous and mischievous business for the American people to hear all sides of public questions. It seems to me that the observance of such a standard by broadcast licensees gives real meaning to the concept of free speech. If we say that radio broadcast licensees may refuse the use of their facilities for the expression of a point of view because they do not share that point of view, we are, by that token, denying the right of the American people to be informed on all sides of public questions over a medium held in public trust for the American people under the law."

The rulings attacked by the HarnessCommittee were the so-called "Port Huron" and "Scott" decisions. The former held in effect that radio stations have no right to censor libelous or slanderous statements in political broadcasts. This ruling, the Committee said, left broadcasters in "a dilemma of self-destruction, inasmuch as they would be required to answer to the Commission if they eliminated defamatory remarks, and yet might face criminal and civil prosecution under state laws if they permitted such material to go on the air."

The Scott decision has been interpreted as a ruling that time on the air must be given to atheists to reply to religious broadcasts.

As to political broadcasts, Mr. Coy said:

"The question which needs to be settled by an act of Congress is the question of whether the broadcaster is liable under the libel laws of his State -- not whether he can censor or not. The law as it now stands clearly says he cannot censor and in the words of the Senate Committee on Interstate and Foreign Commerce, 'The flat prohibition against the licensee of any station exercising any censorship authority over any political or public question discussion is retained and emphasized,' in the new legislation proposed by the Senate Committee."

With regard to atheism, the HarnessCommittee charged:

"If the dictum contained in the Scott decision were literally applied, atheists would be entitled to answer each Protestant, Catholic, or Jewish program" and "the apostles of unbelief would

have as many programs as were given to all the religious groups combined."

The alternative left to broadcasters, it commented, would be to refuse to accept any religious programs, a course that would be "advantageous only to the atheists and to the Communists." But unless the FCC actually and unequivocally expunges the "language of its opinions", the Committee said, it will propose remedial legislation when Congress meets again.

Chairman Coy made this comment:

"The Scott decision does not say that when a radio station carries religious broadcasts atheists or persons or groups with similar views are entitled to radio time for the expression of their views. I say this with full knowledge that some persons have misinterpreted the Scott decision to hold opposite views.

"What the Scott decision has emphasized is the principle that a radio broadcast licensee in exercising his judgment as to what is a controversial issue should not deny time over his broadcast facilities for the expression of a particular point of view solely because he doesnot agree with that point of view."

"If the Commission's concept of the operation of American radio in the public interest under the Communications Act of 1934 is questionable, then I urge that this concept be thoroughly reviewed by the appropriate committees of the Congress and thoroughly discussed on the floor of the House of Representatives and the Senate", Chairman Coy concluded. "If that concept is then found to be wrong, then the Communications Act should be amended so as to redefine the standard of the public interest in this regard."

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U.S. SUES FOR $735,000 IN ALLEGED UNLAWFUL "SINGING COMMERCIAL"

One of radio's singing commercials brought $735,000 worth of trouble to its owners last week as the United States Government sued in Federal District in Chicago for that amount on the ground that the oft-reiterated musical rhyme was unlawful.

Defendant in the case was the Canadian Ace Brewing company in Chicago.

The suit alleged that the jingle did not specifically state that the Canadian Ace Brewing Company brewed in the United States and not in Canada. The omission, the suit charged, was a violation of a "cease and desist" order issued by the Federal Trade Commission. The order prohibited the brewing firm from using the word "Canadian" in any advertisement unless the copy also stated that the beer was brewed in the United States.

The Government charged 147 separate broadcast violations, and sought a $5,000 penalty for each of them.

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RCA ASKS REOPENING OF RECORD IN INTERNATIONAL RATE CASE

RCA Communications, Inc., through its attorney, Howard R. Hawkins, has filed with the Federal Communications Commission a further petition which concerns the international rates.

Not long ago the Commission denied the petition of RCA Communications and the other carriers to reconsider its decision, in which the Commission granted a part of the rate increases requested but declined to go above the 30 cent ceiling established at the Bermuda Conference for messages to British Empire points.

The present petition does not ask for a further hearing, it simply requests that the record be reopened to bring the statistics in the record up-to-date.

The Commission, in its recent denial of the request to reconsider the case, pointed out that substantial rate increases had already been granted. However, RCA points out in its new petition its belief that the beneficial effect of the increases previously granted by the Commission will be considerably less than appeared to be the case at the time the hearing was held. In one place RCA points out that the additional operating revenue of approximately $1,163,000, which the Commission expected RCA to realize, will in fact result in an increase in RCA's annual net income available for return (after U. S. income taxes) of approximately $75,000 only.

In another place RCA points out that certain additional revenue to be expected from the increases already granted would, even if realized, give RCA an annual return on its investment devoted to public communications service of approximately 3 per cent only.

RCA concludes its petition as follows:

Wherefore, RCA respectfully requests that the Commission

(1) Take appropriate action to reopen this proceeding to admit the new evidence tendered herein, without the necessity for further hearings;

(2) Upon the basis of this new evidence and the entire record, authorize forthwith an increase in rates to 42 cents per full rate word for telegrams to the countries of Asia, Africa and Oceania listed in Exhibit No. A8;

(3) Proceed thereafter with the issuance of a Proposed Report herein, in which consideration will be given to the entire record, including the new evidence tendered in this petition.

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RETURN TO STANDARD TIME NEXT SUNDAY

Most areas and broadcasting networks and stations which have been observing daylight saving, will go back to Standard Time next Sunday, September 26.

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WITNESS REPEATS SAME TV WARNING HE GAVE FCC TWO YEARS AGO

Recalling the famous "I tole you, an' I tole you, an' I tole you" in "Gone with the Wind" was the testimony of J. E. Brown, Vice-President and Chief Engineer of the Zenith Radio Corporation at the hearing of the Federal Communications Commission as to the feasibility of opening the 475-890 mc band to television.

"Certain testimony that I gave to the FCC November 18, 1947", Mr. Brown declared, "is applicable to Issue 1 and I would now like to quote from it: 'Further in the matter of allocations, we have been of the opinion and have so advised the Commission that too few channels have been granted to television, and we have seen no plan devised that will overcome this shortage within the present range of frequencies assigned to commercial television. Moreover, the present television allocations, particularly between 54-88 mc, are so hemmed in by other services that their utility is already greatly impaired. This situation is going to get worse, not better.' The Commission already has, I believe, information concerning interference with television in the 54-88 mc range from hamonics of various kinds of radio stations and possibly other services.

"Of great importance is the fact that signals from television stations in the 54-88 mc range do frequently travel very substantial distances, as for instance, we are at times receiving in Chicago remarkably strong signals from the Milwaukee Journal television station in Milwaukee, Wisconsin. In the same hearing, November 18, 1947, I described in considerable detail the frequent reception in Chicago of many FM stations in the 88-108 mc band up to distances of 600 miles. This type of transmission in the television band will inevitably lead to s erious interference between television stations as the television channels become occupied, and it may be that their service areas will be seriously impaired on this account. This simply points to the necessity of more television channels in order to avoid the close mileage spacing between stations that inevitably results in the present allocation.

"We have no direct information on propagation in the 475-890 mc band. It is believed that the observation can be made that if television in the 54-216 mc band is only going to serve out to its 5000 microvolt contour due to co-channel interference, then even if propagation on the 475-890 mc band should prove to be somewhat inferior, service should be at least as good on this band as on the 54-216 mc band. Actually the service might be better because of less interference of all kinds. It is well known that television propagation at 50 mc is better than at 200 mc so that there is already in existence in the present television band a considerable differential in service areas.

"Zenith Radio Corporation is the licensee of experimental television station W9XZC. This station operates on the channel 512-528 mc. Zenith is not in the businessof manufacturing transmitters; howeverit did design and construct among other transmitters, the transmitter used at W9XZC. Within the limits of our own knowledge we see no reason why it should not be practical at this time to radiate

powers of at least 20 KW through the majority of the band 475-890 mc."

The hearing is continuing through the week. Among the witnesses to date have been Donald Fink, representing the Joint Technical Advisory Committee. E. W.Engstrom, Vice-President of the Radio Corporation of America, Thomas Goldsmith for Dumont, and George Adair for Television California, owned by Edwin Pauley, of political fame.

Mr. Brown further recommending the 475-890 mc band, or equivalent appropriate space, told the Commission, in conclusion:

"It seems logical to suggest that the Commission should undertake immediately to set down an adequate program for television's future. The logical processes of such a program would be to determine that wherever the additional channels are located, in view of the progress of the art, they be 6 mc channels; that if the 475-890 mc band is the space available for additional channels, this be so indicated immediately. Television standards for this band should be set up which are identical to those in the 54-216 mc range and operation made commercial. This is the only way by which the Commission can be assured that the 475-890 mc band, if this is chosen, will be actively developed immediately for television.

"An additional factor of major consequence is that of the public investment in television. When new channels are added to the television service many television receivers will become obsolete. Since the November 18, 1947 hearing up to the present time, the public has invested approximately one hundred million dollars in television receivers. The addition of more channels will in a measure obsolete these receivers and, of course, any other receivers that are purchased up until the time the manufacturers are able to provide whatever new channelsmay be assigned to television by the Commission.

"It is entirely inadequate and incorrect to say that converters will be developed to make television receivers sold and now being sold useable when the 475-890 mc band is added. We do not think that the use of converters will save this situation. I would point out to the Commission that on every occasion when the use of converters has been suggested in the past, they have proven to be a failure. * * * *

"Television in the present state of the art is now on the way to becoming an important new industry. It is still not too late to examine its place in the radio spectrum from the standpoint of setting down the best possible frequency allocation for it. We believe that the spectrum assigned to television at this time is inadequate and perhaps not the best that is possible. Unless additional space is provided only an inferior service can result. If an addition or change is to be made, it is important that this chanbe be indicated at the earliest possible date so asnot to disturb the industry at too late a time, and so as to protect the buying public. It is the recommendation of Zenith that the Commission allocate immediately the 475-890 mc band, or equivalent appropriate space in the spectrum, to commercial television, and that it allocate this new space to 6 mc channels using present standards and providing for color transmission if desired.

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ACCUSES HARNESS COMMITTEE WITH DISTORTION TO DISCREDIT FCC

Stating that it is a pity that a Congressional Committee, which sets out to enlighten the public, should stoop to distortion that brings itself and the investigating technique it uses into disrepute, the Washington Post gives the report of the House FCC Investigating Committee, of which Representative Forest A. Harness (R), of Indiana, is Chairman, a rough going over.

"The Select Committee of the House which has been investigating the Federal Communications Commission has done a remarkably fine job of setting up straw men and shooting them full of holes", the Post declared. "But this is about all that can be said for its current report. The extent of the Committee's distortion of the FCC's ruling as to the right of atheists to go on the air may be seen from the following sentence of the report: 'If the dictum contained in the Scott Decision were literally applied, atheists would be entitled to answer each Protestant, Catholic, or Jewish program.' But the hearings before the Committee and the FCC's decision itself seem to us to leave no warrant whatever for such an interpretation.

"What the Commission did say is that atheists should not be arbitrarily excluded from the air merely because they are few or because their views do not conform to those of the broadcaster. Radio, as the Supreme Court has said, 'inherently is not available to all.' But it ought to be managed in the spirit of freedom of speech so far as that is possible. If the broadcaster were permitted to keep any minority group off the air because he did not like its viewpoint, he could scarcely be said to be serving the public interest in a democracy. That basic point in the FCC's decision seems to us to be beyond challenge, and indeed the Select Committee does not directly challenge it.* * * *

"To read into the Scott Decision the absurd notion that the FCC was ordering atheists to be granted time to reply to every religious program is to manufacture controversy where no real ground for it exists. * * *

"In criticizing the Commission for holding that broadcasters have no right to censor libelous or slanderous statements in political broadcasts, the Committee neglected even to mention that the law passed by Congress forbids such censorship. It is a pity that a Congressional Committee, which sets out to enlighten the public, should stoop to distortion that brings itself and the investigative technique it uses into disrepute."

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LARGE ATTENDANCE AT CHICAGO TELEVISION SHOW

Early reports are that attendance is big at the National Television and Electrical Living Show which opened in Chicago last Saturday with industry, educational institutions, the Army and Navy demonstrating some of the latest developments in the field.

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NEW NBC CODE SEEN STIFFER THAN INDUSTRY'S; FIRST TV GUIDE

A strict and definitive code of standards and practices more drastic and binding, it was said, than the code recently adopted by the National Association of Broadcasters, and setting forth positive principles for the governing of both its sound and television programs, was announced for the National Broadcasting Company by its President, Niles Trammell, at the opening of the company's second annual convention at Sun Valley, Idaho, today (Wednesday, Sept. 22).

NBC, in announcing this code, initiates the industry's first set of standards for television.

The NBC document which goes into effect January 1, 1949, includes within its framework not only all the provisions of the NAB code but beyond these a number of other major rules for the operation of the NBC network and the six stations which the network owns and operates.

There are twelve specific changes and additions in the NBC code. Some of these strengthen NBC's already high standards of good taste and moral concept. Others deal with certain prevalent abuses in the presentation of program fare. And still others provide for a smoother every-day operation of the network.

The twelve points follow:

1. Crime and mystery programs. No series of crime and mystery programs is broadcast over NBC before 9:30 P.M., Eastern time, 8:30 P.M., Central time, and 9:00 P.M., elsewhere.

2. New commercial time limitations. Commercial copy is limited by NBC on the same schedule as that in the code of the National Association of Broadcasters, except that NBC adds limitations for commercials in odd-time segments to cover such periods on television.

3. Limitations of commercials in news programs. No middle commercials are permitted on any NBC news program, regardless of length. Commercial time limitations on NBC news programs are more rigid than the NAB standards.

4. What constitutes a commercial? This section specifies when gags, lead-ins, contests, and other program elements become commercial copy.

5. Simulated spot announcements. The use of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its apparent sign-off, are to be avoided. To this end, the program should be announced and clearly identified before the use of what have been known as "Cowcatcher" announcements, and the program should be signed off after -- not before -- the use of what has been known as "Hitchhike" announcements.

6. Reference to products other than those of the sponsor. Any reference in a program to any product or service under any trade name, or language sufficiently descriptive to identify same is, except for normal guest identifications, considered as advertising copy and, as such, a part of and included in the total time allowances as herein provided.

7. Rule governing "warm-up" sessions in studios. Before a program, attended by an audience at the point of NBC origination, is on the air, material presented to the program's guests must conform to the same standards applying to the actual broadcast.

8. Listener-participation procedures. This section details NBC's attitude toward so-called "give-away" programs. NBC will accept no additional programs of the type questioned by the FCC until there has been an opportunity to clarify the questions which were raised.

9. Premiums. This section details the regulations governing the use of premiums and offers on programs.

10. This section details the procedure to be followed in fading a program for non-compliance with NBC policies.

11. NBC Owned and Operated stations' operations. All NBC network program and commercial policies as well as several supplementary policies, apply to the six radio stations which NBC owns and operates.

12. Television. Like radio, television enters the home. Like the motion picture, it adds the impact of sight and motion to sound -- and must be governed by the same rules of good taste and decency that apply to radio and motion pictures. Until definitive standards for the new broadcast medium are codified, NBC holds that the spirit of this manual will govern its television service, even where the letter of its wording does not apply.

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WOL-FM MADE DEBUT LAST MONDAY

Monday, September 20, Radio Station WOL-FM officially sent on the air. It will duplicate all of the programs carried by WOL and operates during the same time periods, 6:00 A. M. until 12:30 A.M.

Operating at a frequency of 98.7 megacycles on the FM dial with a power of 20,000 watts, WOL-FM, owned by the Cowles Broadcasting Company, will provide Washington area listeners with the choice of enjoying the new "One-Stop Dialing" program schedule on either a standard AM <u>or</u> FM radio set.

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ILL. LT. GOV., CHICAGO MAYOR, NOTABLES AT WENR-TV OPENING

Eight hundred of Chicago's leading industrialists, advertisers and civic leaders attended the opening of Chicago's newest television station WENR-TV with a crowd estimated at 10,000 outside in what appeared to be a regular Hollywood premiere last week.

Lieut. Governor Hugh Cross of Illinois, introduced by Edward J. Noble, Chairman of the Board of the American Broadcasting Company, said that "The high esteem that ABC's radio programs hold in the hearts of millions of listeners in Illinois, certainly will be carried over in television with the opening of ABC's newest venture in this field."

Mayor Martin J. Kennelly of Chicago, introduced by Mark Woods, President of the American Broadcasting Company, said that "WENR-TV will most certainly further the cultural development and progress of Chicago."

Mr. Woods stated that "It is the aim of the American Broadcasting Company and of WENR-TV to utilize the marvel of electronics so that WENR-TV may take its place with the many other institutions of which Chicago is justly proud."

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SENATOR-ELECT MARGARET SMITH, FCC FRIEDA HENNOCK ON RADIO

Senator-elect Margaret Chase Smith of Maine, and Commissioner Frieda B. Hennock, first woman to be appointed to the Federal Communications Commission, will speak over the Columbia network in connection with the opening of National Business Women's Week, Sunday, Oct. 10 (CBS, 1:30-2:00 PM, EST). Commissioner Hennock's address was previously announced for 1:45-2:00 P.M., EST. Senator Smith's address will be from 1:30-1:45 PM, EST.

Both women will be addressing the New York League of Business and Professional Women's Clubs at the Hotel Biltmore, and also will be heard by listening groups formed by the 2200 clubs throughout the country comprising the National Federation of Business and Professional Women's Clubs.

Senator Smith, chosen on the Republic ticket in the Main September voting, is the first woman to be elected to the Senate without first having been appointed to fill out an unexpired term. She was previously a member of the House of Representatives.

Commissioner Hennock was appointed by President Truman in May and confirmed by the Senate in June. Prior to her appointment to the FCC, she practiced law in New York City.

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CBS ANNOUNCES 5 TV AFFILIATES INCLUDING FT. INDUSTRY STATIONS

The Columbia Broadcasting System announces it has added five more stations to its Television Network, which is expected to be ready within the next three years.

"First of the latest group of outlets to sign with CBS-TV is WTVO in Detroit", the CBS press release states. "The television station is making arrangements for its broadcast debut, set for Sunday, Oct. 24. WTVO, owned and operated by Fort Industries of which George B. Storer is President, will become a primary outlet in the CBS television system.

"Another Fort Industry television station, WAGA-TV in Atlanta, Georgia, also becomes a primary affiliate of CBS-TV. The southern station's first broadcast day is scheduled for on or about Wednesday, Dec. 1.

"A working arrangement has just been concluded by CBS-TV with still another Fort Industry station, WSPD-TV, operated by J. Harold Ryan, Fort Industry Vice-President, the only television outlet serving Toledo, Ohio, and its environs.

"Similar arrangements were completed some time ago by CBS-TV with WTMJ-TV in Milwaukee.

"In Cleveland, a primary station agreement has been negotiated by CBS-TV with WEWS, Scripps-Howard newspaper-owned television outlet there."

(Editor's Note - An American Broadcasting Company press release referred to WSPD-TV, Toledo, Ft. Industry station, and WEWS, Cleveland as part of the ABC Midwest network stating, "Beginning Sept. 20 ABC will telecast regularly scheduled recurrent programs on a mid-western network consisting of WSPD-TV, Toledo, WENR-TV, Chicago, WEWS, Cleveland, and WTMJ, Milwaukee." A later ABC release said WBEN-TV, Buffalo, had been included. A subsequent National Broadcasting Company release credited WSPD-Toledo to NBC.)

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PHILCO CHALLENGES A.T.& T. ON PRIVATE TELEVISION LINK

Philco Corporation, in Philadelphia challenged the American Telephone & Telegraph Co. in Federal District Court yesterday (Tuesday) over Philco's right to use privately-owned television relay links.

Philco and its subsidiary, Philco Television Broadcasting Co. filed suit to decide whether A. T. & T. can shut off stations from network television broadcasts because they use privately-owned relay with radio broadcasting stations instead of facilities of major companies.

Federal Judge William H. Kirkpatrick set a hearing for Friday morning.

In New York, A. T. & T. said the question raised by Philco is now pending before the Federal Communications Commission and a hearing has been set for next Tuesday at Washington. The Philco Corporation, said A. T. & T. is a party to the hearing.

A company spokesman added that A. T. & T.'s policy had been not to make interconnections with privately operated facilities covering a route where it has its own parallel facilities.

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RMA REPORTS SHARP RISE IN CATHODE RAY TUBE SALES

Indicative of the sharp increase in television receiver production during the first half of 1948, sales of Cathode Ray tubes to set manufacturers rose more than 68 percent during the second quarter over sales in the first quarter, the Radio Manufacturers' Association reported last week.

Second quarter sales of Cathode Ray tubes to equipment manufacturers totalled 267,763, valued at $6,021,878, as compared with first quarter sales of 158,706 units, valued at $4,228,340, RMA said. All sales, including replacements, exports, and government agencies, totalled 292,270 units, valued at $6,524,754, in the second quarter.

During the first half of 1948 Cathode Ray tubes sales to manufacturers totalled 426,469, with a value of $10,250,218, as compared with sales during the entire year of 1947 of 255,035 units, valued at $7,218,358.

Total electron tube sales, as reported by members of RMA and the National Electric Manufacturers' Association jointly, aggregated 1,177,502 units with a value of $13,515,095. Of this total, government agencies purchased $1,688,777 worth, and exports took $452,941. These figures do not include radio receiving tubes.

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PILOT CORP. PUTS OUT PORTABLE VIDEO WITH TINY SCREEN FOR $99.50

A television set selling for less than $100 made its appearance on the New York markets last week, according to an Associated Press report. It is a 15-pound portable set with a 3-inch picture tube made by the Pilot Radio Corp. of Long Island City, N.J., retailing for $99.50. The set produces a picture slightly less than 6 square inches in area compared with 52 square inches for sets with 10-inch viewing tubes and 26 square inches for models with 7-inch tubes

Pilot officials said the new set was not intended for viewing by groups but was designed as a "candid, personal set" for use on a desk, in a bedroom, a child's room or for invalids. They added that an attached antenna eliminated the need for special installation.

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LEVEL OF RADIO TASTE DEFENDED

Radio stations are raising the listening taste of the Nation by scheduling good programs following mass appeal give-away shows, Dr. Lyman Bryson, counsellor on Public Affairs for the Columbia Broadcasting System, said at the recent session of the Fourth Annual Radio Workshop sponsored by the Washington Public Schools, Station WTOP and the Columbia Broadcasting System. Two hundred and fifteen persons primarily teachers, registered for the 11-day workshop.

In defending radio, Mr. Bryson declared that the level of taste shown in radio programs is above that of many magazines and newspapers. By mixing mass appeal shows with those featuring good music, drama and discussions, stations are able to do missionary work, he declared. If all programs were pitched on a high intellectual plane, a number of persons never would turn on their radios, he said.

Daily classes were held during the Workshop in radio production, use of radio in the classroom, and script writing. Visiting lecturers discussed educational uses of radio and television.

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DUMONT TELEVISION STATION TO LAUNCH ALL-DAY PROGRAMS

The Dumont Television Network's key station, WABD in New York, will launch full scale daytime operations next month, it was learned Monday.

Dumont officials called it a revolutionary development in television programming, which thus far has been confined principally to night hours except for special events and sports.

Mortimer W. Loewi, Executive Assistant to the President of Allen B. Dumont Laboratories, Inc., said the daytime programs would be presented five days a week, Mondays through Fridays, starting at 7 A.M. They will be in addition to the station's regular evening programs seven days a week.

The programs, he explained, will be designed primarily for house-wives, children and shut-ins. Most of them will be of a type that can be followed merely by listening if a person is unable to watch the screen - and a special signal will be used to summon the set owner to the screen for an outstanding event.

"Searching analysis of the economics of television", Mr. Loewi continued, "indicates that it is impossible for television stations to exist on income derived solely from night-time programs - radio could not do it; neither can television."

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SCISSORS AND PASTE

New Tele-Con Called State Dept. Nightmare
(Joseph and Stewart Alsop,"Washington Post")

For more than 80 days, the highest officials of the American Government have been in the grip of the "tele-con nightmare", as one of them has called it. The tele-con machine will accept a message in Washington, scramble it beyond decoding, radio it across the Atlantic, unscramble it and flash it simultaneously onto viewing screens in the London Embassy, the Paris Embassy and General Clay's Berlin headquarters. By this rather horrible magic, the four capitals have been in continuous conversation since the Soviets precipitated the Berlin crisis.

Generally, the tele-con day begins at 11 A.M., which gives Ambassador Lewis W. Douglas just time to gulp down his early morning coffee and hurry to his tele-con room. Often it has continued until long after midnight in Washington, when the dawn is already breaking over Grosvenor Square, the Place de la Concorde and Dahlem.

The men involved become so exhausted that on one occasion Undersecretary of State Robert A. Lovett told the State Department tele-con operator, "For God's sake, tell Lew Douglas it's time to stop; we're not making any sense any more." The ordeal has taken a visible toll of the whole inner circle of policy makers here. But this tele-con nightmare, which hitherto has been so narrowly confined, is now at last likely to burst forth from its guarded chambers and to become a nightmare for us all.

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Skeptical About Radio TV-Field Of GI Employment
(Condensed from Collier's in "Reader's Digest")

An example of training in overcrowded fields is in radio and television mechanics. At the end of 1947 more than 43,000 veterans were so engaged. In Chicago alone, one school has more than 4,000 students enrolled and more than 5,000 others who started but discontinued training. With a charge of $495 for a 34-week course, this single institution has been providing "GI education" at a rate well in excess of $2,000,000 a year. In the country as a whole, the cost to the Government for training radio and television mechanics has been about $40,000,000 a year plus an equal or larger sum in subsistence allowances.

What is the need for new trainees? The Veterans' Administration Occupational Outlook Information file is pretty glum on this subject. Of radio repairmen it says: "The number of jobs and business opportunities will probably be much less than the number of wartime trainees. . . In addition to newly trained civilians, the armed forces trained even more, often in well-rounded, full training programs. Even many highly skilled men may find it hard to make a living or to find jobs."

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The XIVth Clympiad: Some BBC Broadcasting Figures
(BBC Weekly Overseas Press Bulletin)

The XIVth Olympiad in London is now just a memory, but as the dust settles on the arenas it is possible to appreciate the hard work and efficiency that went into the BBC's world-wide broadcasting arrangements.

Here are some of the figures that have just become available:

Planning for the broadcasting of the Olympic Games began nearly two years ago, and planning of the actual Radio Centre at Wembley began eighteen months ago.

Seven hundred and eighty BBC staff were engaged on the Olympic Games broadcasts, including 166 commentators and reporters and 263 engineers of which fifty-three were engaged on recordings. Seventy-five television staff included thirty-five television engineers.

One hundred and thirty-four broadcasters from overseas radio organizations, representing sixty radio organizations in twenty-eight countries were present, which, together with the BBC staff, made the total number of people engaged in broadcasting operations 914.

Languages used in commentaries and reports broadcast from the Radio Centre numbered forty-one.

Average number of broadcast bookings per day: 280 (including 100 live transmissions).

Microphone positions totalled 129, not counting the eight microphones in the new mobile recording car (known as the "Octopus" because it has eight lines and can do eight simultaneous recordings), and the eleven microphones in eleven recording cars, and one microphone on a midget recorder. Nineteen microphones were used for sound effects at the opening ceremony in addition to the thirty-two microphones carrying commentaries.

Recordings which passed through the Record Library at the Radio Centre totalled 6,066.

Transmissions to European broadcasting organizations numbered 545, of which the transmission to Yugoslavia on August 11 was the first direct transmission to Belgrade since the war.

Relays in South America of BBC transmissions were taken by 105 stations, of which eighty-seven took one half-hour period daily and eighteen stations took two half-hour periods daily.

Six thousand inquiries, at the rate of about 400 a day, were answered by the BBC's inquiry desk at the Radio Centre. Most of them were operational questions such as "Has the Dutch girl scratched from the high jump?" or "Is it a fact that the man who won the Marathon in 1904 will be in the stand today?" But other inquiries were more personal, such as "Where can I get a film for my camera - it is a special Chinese one?"

Main meals served daily in the canteen at the BBC's Radio Centre numbered from 1,250 to 1,500 and 3,000 cups of tea and coffee were served daily.

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TRADE NOTES

David Sarnoff, Chairman of the Radio Corporation of America, is one of those listed in a new book "The Life Stories of 50 Foremost Business Leaders", edited by B. C. Forbes.

At its September meeting the Board of Directors of The Institute of Radio Engineers in New York announced that the Institute's Medal of Honor will be awarded to Ralph Bown.

The Institute Medal of Honor is awarded in recognition of distinguished service rendered through substantial and important advancement in the science and art of radio communication. The recipient of this Medal is named by the Board of Directors upon recommendation by the Awards Committee.

Ralph Bown, Director of Research, Bell Telephone Laboratories, was born in Fairport, N.Y. He was educated at Cornell University, taking a Mechanical Engineering degree in 1913, an M.M.E. in 1915, and a Ph.D. in 1917.

Bond Geddes, Executive Vice President of the Radio Manufacturers' Association is now out of the hospital and well on the way to complete recovery from an emergency appendectomy. He was stricken September 12th on the golf course and underwent an operation a few hours later.

The radio programs of Station WMAL, Washington Star station, ABC outlet, are again being carried by the Washington Times-Herald. They were dropped several years ago by Mrs. Cissy Patterson, publisher of the paper, but were replaced following her recent death.

A new, direct radiotelegraph circuit between the United States and the ancient walled city of Jeddah in Saudi Arabia was opened last week, it was announced by Mackay Radio and Telegraph Co., an operating subsidiary of the American Cable & Radio Corporation. Jeddah is Saudi Arabia's principal port on the Red Sea, and gateway to the country's interior.

The Saudi Arabia terminal of the circuit, an ultra modern radio station which was constructed by Mackay engineers, provides the country for the first time in itshistory with communications facilities to and from all parts of the world through this connection.

John F. Royal, Vice-President of the National Broadcasting Company, and television program expert, has just written a new book, "Television Production Problems", published by McGraw Hill Co., New York.

A U. S. Senator rolled up his sleeves in the heat at Temple, New Hampshire, last week and went to work on a road gang.

Republican Sen. Charles Tobey, Acting Chairman of the Senate Interstate Commerce Committee through which communications legislation clears, worked with 44 neighbors on Howard Hill Road, continuing a cooperative project begun 35 years ago. The group contributes one day's work a year.

A new theatre television projector of advanced experimental design was unveiled by RCA for the initial Midwest showing of 20-by-15-foot television pictures in St. Louis on September 30.

Some 200,000 citizens are expected to avail themselves of the walkie-talkies within the next few years as this new adjunct to radio is developed.

Complaining that patent medicine advertisements are not given a better position by the newspapers, William Resor, Chairman of the Proprietary Association of America's Committee on Advertising said recently:

"We have had medicine ads in representative newspapers as well as radio commercials gone over carefully and I am glad to say that, by and large, the copy is clean and very honest and certainly not misleading."

Television comes in for a big play in the September issues of both Harper's and Fortune magazines, according to Variety. Harper's article, written by Bernard B. Smith is titled "Television: There Ought to Be a Law", in which Smith poses the theory that "if television is to serve not simply as a source of vasual entertainment but also as an instrument of public information and enlightenment, we must adopt a national policy for guiding its development - and speedily."

Smith's main point is that the FCC, before passing out any channels in the upper frequencies, must first decide whether it wants to perpetuate radio's pattenr of the advertisers controlling all programming. He believes that the Commission, under congressional rule, can demand the advertiser be permitted to buy only the time he uses for his actual commercials, or "in other words, play no greater role in television than he does in newspapers or magazines."

Fortune story, "RCA's Television", is a factual account of the new merchandising policies instituted by RCA for all its TV equipment, through which it hopes to make certain it will recoup the $50,000,000 already invested in TV.

The Australian Government is considering the possible purchase of television equipment for experimental purposes, according to the American Consulate in Melbourne. Tentative plans involve installation of either two or six transmitters, together with a number of receiving sets, in Sydney and Melbourne.

It is understood that the schedule for tenders will be issued in about 3 months, and that firms interested in bidding will be given from 4 to 6 months thereafter to submit details of the equipment they can furnish.

Acquisition of this equipment is being handled by the Postmaster General's Department, the agency responsible for administering the Australian Government communications.

No one at the municipal airport was surprised when two pheasant chicks popped out of a radio cabinet. Fourteen days before a pheasant's nest had been destroyed by a mower and the hen pheasant killed. The two remaining eggs were placed in the radio. The warmth of the tubes was enough to hatch the eggs. This happened at Aberdeen, S.D.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

Founded in 1924

NATIONAL BROADCASTING CO. Inc.
LEGAL DEPARTMENT
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No. 1844

September 29, 1948

COY CALLING TV THREAT TO FILMS KNOCKS THEATRE OWNERS COLD

One could almost feel the cold chills running up and down the backs of the Theatre Owners of America in Chicago last Saturday when Wayne Coy, Chairman of the Federal Communications Commission, gave them the works on what he believed to be the future of television and told them what he thought it might do to the moving picture business.

"I have always had the deepest sympathy for those who are worried about having the bread taken out of this mouths", the FCC Chairman declared. "The theatermen of America who once worried about the competition from a new house opening across the street or around the corner are now wondering what is to happen to them when every home in the city boasts a television set and becomes a little theater. Can the nation's 18,000 commercial movie houses hold their own with 39,000,000 home theaters?

"Today there are only 37 stations on the air. There is every indication that in two years from now there may be as many as 400 stations on the air. They will cover the 140 metropolitan areas and some other areas also. * * * *

"You are pondering how you can compete with a diabolical, fiendish screen in the living room that miraculously produces vaudeville, motion pictures, news reels, musical comedy, drama, opera, grand opera, soap opera, circuses, prize fights, football games, world series games, air races -- news and history in the making.

"You are wondering who will stand in the queue, buffeted by the wind, the rain and the snow to see your show when he can see all that without stirring from his easy chair.

"Does television mean curtains for the theater?

"Admittedly, the victim of technological unemployment is a melancholy figure.

"It would take a heart of stone not to feel a surge of pity for the theater owner who wonders if he is to be the next victim of our machine age. Is he to join those other displaced persons of bygone days -- the horsecar driver, the town crier, the lamplighter, the carriage-maker, the canal boatman, the hurdy-gurdy man?

"Are breadlines, soup kitchens and backdoor handouts staring him in the face?

"Come to think of it, I am beginning to suspect that perhaps you have not invited me here to advise with you because of my present position as Chairman of the FCC. You may be seeking my advice because of the experience I gained during the depression as regional administrator of the WPA."

Chairman Coy said that theater interests have evinced little interest up to date in entering television and that most of the applicants are standard broadcasters.

"These electronic home theaters will not change their billings once a week or twice a week", the speaker continued. "They will change shows daily.

"I foresee the day when television will be the most powerful instrument of communication ever devised, the most universal and most effective purveyor of education, information, culture and entertainment.

"They will boldly invade what has hitherto been the theater's exclusive field. They will exhibit motion pictures on a scale far surpassing the present rate of theater showings.

"The theater is not the only institution brooding over the growth of this electronic juggernaut.

"Sound broadcasting is wondering how long it can retain its customers when television is available to regale two senses for the price of one.

"The world of sports is doing some tall thinking about the prospect of having television turn a whole nation into one vast knothole gang.

"Newspaper publishers are mulling changes in format to interest readers who have both seen and heard far more of the biggest news events of the day than a big stable of trained seals can write or them or a large staff of still photographers can show them. Recent televised news events like the political conventions left the newspapers wondering about that old-hat look.* * * *

"Well, for one think, he can look back upon past triumphs over other seemingly potent agents of destruction. The automobile took millions out into the highways and byways. But theater attendance kept growing. Sound radio was highly-touted as the theater's Lord High Executioner. But theater attendance went on to new highs.

"On the other hand, institutions do get rubbed out.

"Who should know better than the moviemen?* * * *

"There the matter stands at the moment.

"The Commission has not received any requests for channels for large-screen theater television on a regular commercial basis. Neither has the Commission been advised of any developments pointing to theater television in the immediate future.

"I hasten to add that any proposals advanced by the theater industry for the use of television channels will be given careful consideration by the Commission.* * * *

"The Federal Communications Commission welcomes any contribution that the exhibitors may decide to make toward the greater utilization of this great electronic discovery.

"I see the next five years as decisive ones in shaping the destiny of television. They will also be decisive ones for the motion picture exhibitors. In that time I am sure that you will plan how you can best serve the American public in this new era of changing conditions. I know that an intensive industry-wide study of television development and the part you can play in it will result in a three-way benefit: to the motion picture exhibitors, to television, and to the American public."

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PLANNING IN BIG WAY FOR FORT INDUSTRY DETROIT TV OPENING

Elaborate plans are now under way for the October 24th premiere of WJBK-TV, one of Detroit's newest and most modern television stations, owned and operated by The Fort Industry Company, of which Commander George B. Storer is President and J. Harold Ryan, of Toledo, Vice-President. WJBK-TV began transmitting a test pattern on Channel 2, 54-60 mc., last Monday. From now on until October 24th, there will be a test pattern daily from 10 A.M. until 5 P.M. which will assist dealers and servicemen in the selling and installation of television sets throughout the Detroit area.

Construction has already begun on completely new and especially designed studios and laboratories for WJBK-TV. These will be located in Detroit's Masonic Temple Building in the heart of the city's entertainment world and completed about January 1st. Twenty thousand square feet of space has been leased for television programming of The Fort Industry Company's Detroit outlet. With a majority of the city's finest concert and light opera presentations emanating from the Masonic Temple, it is the hope of WJBK-TV that many of these programs will be brought into the homes of Detroiters by means of television.

Planning to occupy both the sixth and seventh floors of the Masonic Temple, the site will not only house the studios and offices of WJBK-TV, but also the studios and offices for WJBK-AM and FM. Plans call for two television studios, of ample size, a master control room, and a fully equipped studio control room. The studios will be connected with the television transmitter by means of microwave radio link.

The October 24 opening of WJBK-TV and first broadcasts will originate from the newly constructed transmitter building located in northwest Detroit. One of the opening features will be the hour-long premiere of the Fort Theatre from New York. There will be a 5 kilowatt General Electric transmitter, type TT-6-A. Located adjacent to the transmitter building, a newly-erected, 400 foot tower supports both the TV and FM antennae.

One of the latest and most functional models of a mobile TV unit has been received from the Linn Truck and Coach Company of Oneonta, New York. This unit contains an RCA two camera field chain and a microwave transmitter, by which all remote broadcasts will be relayed to the television transmitter.

Plans are now under way for installation of a "dish" at the 250 foot level of the TV tower. This will enable WJBK-TV to exchange programs with WSPD-TV, The Fort Industry Company's Toledo outlet.

The rise of Station WJBK, both in the field of radio and television, has been rapid. Known for many years as a small, foreign language station, it was only fifteen months ago that an intensive expansion program was begun with the purchase of the station by The Fort Industry Company. All foreign language programs were discontinued as of November 1, 1947.

Commander Storer is a well-known and established resident of Detroit. A pioneer in the field of radio, he purchased the first of a seven station radio group in 1927. This was Station WSPD in Toledo, which has already begun television operations as WSPD-TV. The Company owns directly or through subsidiaries Stations WAGA, Atlanta; WGBS, Miami; WJBK, Detroit; WLOK, Lima; WMMN, Fairmont, West Virginia; WSPD, Toledo; and WWVA, Wheeling, West Virginia.

Concerning the inauguration of WJBK-TV, Ralph G. Elvin, Managing Director of WJBK-TV said:

"Years of research in the fields of science and radio are at last culminating with the realization of television in this vast motor city area. And WJBK-TV fully intends to do everything in its power to bring the finest in both local and network entertainment to Detroiters. Taking into consideration the fact that only one city in the country now has more television outlets than Detroit, we believe it highly probable that this area will have one of the greatest and finest selections of television programs within the industry."

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CROSLEY BUYS WHAS, LOUISVILLE FOR $1,925,000

WHAS, Kentucky's oldest radio station, yesterday was sold to the Crosley Broadcasting Corporation subject to approval of the Federal Communications Commission.

The purchase price was $1,925,000, according to Barry Bingham, President of the station and of The Courier-Journal and The Louisville Times. The 50,000-watt station has been operating for twenty-six years in connection with the two newspapers.

If the FCC approves the purchase, the Crosley Corporation will add another major station to its extensive broadcasting facilities which include New York's WINS and Cincinnati's WLW.

A Columbia Broadcasting System affiliate, WHAS holds one of the few clear-channel broadcasting licenses. It also holds permits for frequency modulation, facsimile and mobile-transmitter short-wave operations. It has a construction permit from the FCC for television and has been preparing to go into the television broadcasting.

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LONG TIME BEFORE COLOR TELEVISION READY, CRAVEN TELLS FCC

Judging from the testimony of Commander T. A. M. Craven, Vice-President of the Cowles Broadcasting Company, at the Federal Communications Commission hearing last week, looking into the possibility of expanding of television into the 475-890 mc. band, color television" is something else again", and we may have to wait quite awhile to get it."

"The illusion of color television is an attractive one", Commander Craven told the Commission. "However, it appears it will take a long time of development before it is ready for practical application in the service of the public."

With regard to allocating television to the 475-890 mc. band, Mr. Craven said:

"The Cowles Broadcasting Company does not propose or oppose the adoption of any specific plan of allocation. We are interested primarily in the orderly development of television in such manner that the entire public will receive adequate service. Naturally, we hope to participate in that service at some time."

Commander Craven stated that while it is well known that the upper frequencies will have more spotty coverage than the lower frequencies, it must be remembered that the lower frequencies also have spots.

"In so far as I can ascertain, there is no perfect channel from the standpoint of ideal coverage", the witness continued. "All channels either have ghosts, shadows, tropospheric interference or ionosphere interference to contend with.

"It seems obvious that something must be done now to provide for a better television service to the public than is possible with only the 12 lower channels. The only available spectrum space appears to be between 475 and 940 megacycles. Consequently, we have no other choice at this time."

Prior to reaching this conclusion, the former FCC Commissioner presented two allocation plans. Craven Plan I calls for 14-mc channels, 33 of them in an expanded UHF band of 470 to 940 mc. Present 6-mc monochrome transmission would be retained, leaving an 8-mc guard band until a color system is developed which would use the full 14-mc channel. If simultaneous color system is evolved the monochrome receivers could still give service by using only the green portion of the color signal.

Craven Plan II calls for 6-mc channels within 500-890 mc for immediate monochrome transmission as now. Space would allow 68 new channels.

Mr. Craven discarded Plan I on grounds that color television is not imminent and any advantages in adoption of a plan providing for ultimate transition to color without future reallocation is outweighed by "serious disadvantages". Among the disadvantages he

listed the assumption in Plan I that simultaneous color would win out over the sequential or any other method, whereby monochrome set obsolescence would be reduced; sales resistance if the public thought color was coming; and plan could not provide for full competitive color system with limited channels.

Wide geographical spacing of Plan II allocations would allow eventual reallocation for color, Commander Craven said. Presently it could provide national integrated monochrome system with communities having as little as 25,000 population getting at least one channel each. Plan II would leave the present operating and under construction VHF stations substantially the same.

At the end of the four day hearings last week, the idea of extending television into the 475-890 mc. band appeared to be gaining favor with a good chance of its adoption.

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WANTED BOOK ON STATION MANAGEMENT; LATER WROTE ONE HIMSELF

In the old days when Secretary of Commerce Herbert Hoover and Inspector William Terrell were handling radio all by themselves, a new reporter asked, "Isn't there a book in which I can read up on this thing?"

"You don't need a book", someone replied. "If you want to know anything about radio, just ask Terrell."

Almost the same question was asked years later by J. Leonard Reinsch, w ho was to become one of the best known radio men in the country and General Manager of the stations of ex-Gov. James M. Cox, of Ohio, WHIO, Dayton, WSB, Atlanta, and WIOD, Miami, Fla.

"Isn't there some book that tells me how to run a radio station?" Mr. Reinsch wanted to know when he first w ent into broadcasting. However, apparently not finding what he wanted after he himself had made a success in the business, Mr. Reinsch at the suggestion of two other young men who had done all right, Frank Stanton, CBS President, and Sol Taishoff, Editor of Broadcasting, Mr. Reinsch began the two year task of writing a book, "Radio Station Management" which is to be on the bookstands today (Wednesday, September 29).

Mr. Reinsch writes pretty much as he talks. He has a crisp, interesting and friendly style. Also he gives the impression of knowing the business thoroughly which should make the book a "must" reading for the broadcasters. Likewise, Mr. Reinsch's knowledge of radio is not confined to the commercial side. Mr. Reinsch in his coaching of President Truman proved his ability along other lines although there is no reference to this in the book. Anyone who heard the President's early broadcasts and compared those with his 5-star midnight oration when he accepted the Democratic nomination at Philadelphia, will realize that.

What Mr. Reinsch has to say in his new book about political broadcasts is timely especially as it follows so closely FCC Chairman Coy's appeal to Congress to clear up the question as to whether or not the broadcaster can be held liable for what the politico says under the libel laws of the State without getting Congress on his neck for censoring.

"During a heated campaign you may find your station sued for libel", Mr. Reinsch writes. "Even though you have no right to censor the script, the courts may still decide that you are liable. Station WMMN, in Fairmont, West Virginia, was sued for $30,000 because of one candidate's unfounded statement against another candidate. The case never went to trial but was settled out of court for $17,000.

"Defamation by radio may be defined as either libel or slander. Libel, of course, is considered the more serious and in most states it is a criminal offense. Slander involves only civil damages. Decisions of the courts are about equally divided as to whether defamation by radio is libel or slander. In general, however, the most convenient common-law form of action applicable to broadcast defamation is libel. Some states have passed laws protecting radio stations from libel suits. Check your local law.

"One way to avoid suit is to request the script in advance. If some statement appears libelous, point out to the speaker that, although you have no right to censor the material, it would be much better to reword the statement.* * * *

"Well-operated stations have gradually abandoned the broadcast of political announcements -- whether of the chain-break or one-minute type -- and have prohibited political programs in a dramatic form. Such stations accept political broadcasts only in the form of five-, fifteen-, or thirty-minute speeches by or on behalf of the candidate.

"Some stations charge candidates during the campaign and then on the eve of the election set aside a period for use by all the major candidates without charge.

"It is inadvisable to broadcast any political speeches on the day of election. In fact, the Legislative Committee of the NAB, after a discussion with former Senator Burton K. Wheeler of Montana, considered a recommendation prohibiting political broadcasts later than twenty-four hours before the opening of the polls."

"Many stations have made what some consider a serious error in doubling the time cost for political broadcasts. Since one of the candidates will be elected and will be in position to pass on legislation that will affect broadcasting, this policy of 'charging what the traffic will bear' is considered by most executives inadvisable.

"Regardless of the rate charged, the same rate must apply to all candidates for the same office. There should be no rebate by any means -- directly or indirectly -- to any candidate. It is not permissible to charge one candidate and to give the period free to another candidate.

"Also required by law is a record of requests for time and the disposition of the requests.

"To avoid confusion in station operation and trouble with the regulatory body, prior to the campaign assign one individual to handle all requests for all political broadcasts. Set up a record to make a note of all requests for political time - either informal or formal."

The chapter headings of the new book are as follows:

How to Get a Radio Station; How to Judge Network Affiliation; How to Set Up the Organization; How to Use Surveys; How to Handle Union Relations; Program Department; News Department; Engineering Department; Sales Department; Accounting and Traffic Departments; How to Train the Staff; How to Promote Circulation; How to Fulfill Community Responsibility; How to Prepare Renewal and Annual Reports; How About the Future?

The two appendices contain the "WIOD Announcer's Handbook of Policy-Mechanics-Procedure" and "Statement of Policies in Effect at Radio Station WSB".

The publishers of "Radio Station Management" are Harper & Brothers, New York, and the price is $3.50.

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HOLLYWOOD FLOODLIGHTS FOR WSB-TV PEACHTREE STREET DEBUT

Atlanta's famous "Peachtree Street", which contrary to all reports has refused to be "Gond With the Wind" will be aglow with light tonight (Wednesday, September 29) at the opening of WSB-TV first television station in the deep South.

Politics, which are really taken seriously in Georgia, will be forgotten. Top officials to appear at the invitation of Leonard Reinsch, Station Manager, will be Gov. M. E. Thompson; Gov.-Elect Herman Talmadge; Mayor William B. Hartsfield; R. L. Doyal, Chairman of Fulton County Commission; A. L. Zachry, President of Atlanta Chamber of Commerce; Dr. William Paty, Chancellor of University System, and Miss Ira Jarrell, Superintendent of Atlanta public schools.

Opening day ceremonies will be divided into three segments: official opening, preview of WSB-TV programs and full length motion picture.

During second segment programs to be previewed include: Gilpin Marionettes,"Monkey Business"; a sports show; news, "Pantry Party" and the Sunshine Boys.

The full length feature film is "Cheers for Miss Bishop" with Martha Scott. WSB-TV will operate on Channel 8, 180-186 mc.

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SARNOFF CALLS EISENHOWER'S EDUCATION TASK GREAT AS IN WAR

That our great war general should turn to the field of education was hailed in an address by Brig. Gen. David Sarnoff, Chairman of the Radio Corporation of America, at the convocation last Monday (Sept. 27) of the Jewish Theological Seminary of America conferring on General Eisenhower the honorary degree of Doctor of Humane Letters.

"As one who has had the honor to serve abroad under the command of Dwight D. Eisenhower, General of the Army, I am grateful for the opportunity to join in this welcome to an eminent American", Mr. Sarnoff said.

"Great was General Eisenhower's role as Supreme Commander of the Allied Expeditionary Forces when they broke the terror of the German onslaught. Equally great and urgent is the task that now faces him. Civilization, it has been remarked, has become a race between education and catastrophe. In this conflict the principles of true education are arrayed against the false philosophies which week to undermine the basic values of our civilization. Today, this conflict is reaching a climax. The crisis calls for inspired leadership.* * * *

"General Eisenhower has seen how technological power can be harnessed to achieve victory in war. He knows, too, that Science can be an even greater force in the preservation of peace.* * * *

"No man could have entered the educational world with a greater knowledge of so many minds, so many peoples, so many arts, as has General Eisenhower. To obtain effective cooperation in the war, among millions of men and women of diverse training and background, w as an achievement unparalleled in history. General Eisenhower's deeds emphasize, what this Seminary teaches, the virtues which are common to all good men. Let us, therefore, join with him in unifying these social forces, rather than to dwell upon the minor differences which cause misunderstandings and divide people."

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DUMONT SIGNS UP DON LEE KTSL, LOS ANGELES

The Dumont Television Network has signed the Don Lee television station KTSL in Los Angeles as an affiliate, it was announced Monday.

A joint statement by Lewis Allen Weiss, President of the Don Lee Broadcasting System, and Humboldt J. Greig, Dumont Sales Manager, s aid the station would be served by film recordings until network relay facilities are extended to the Pacific Coast.

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FIGURES 20,000,000 STILL "HAVE NEXT TO NOTHING" IN RADIO

Addressing the annual convention of the FM Association in Chicago this week, Wayne Coy, Chairman of the Federal Communications Commission, said that about 20,000,000 persons in the United States still had "next to nothing" in radio service.

Mr. Coy noted that while broadcasting service in most big city areas was excellent and that in suburban areas it was usually fair to good, many communities still lacked adequate service.

The FCC Chairman reported that nearly 3,000,000 sets incorporating FM had been distributed, and expressed the view that a receiver with only FM (and not including standard radio) might have a wide acceptance.

Zenith already has such a set and several companies are reported to be making plans to bring out others.

The exhibits at the convention included a simplified, inexpensive FM transmitter which was hailed by Maj. Edwin H. Armstrong, the inventor of FM, as opening grass-roots fields to FM broadcasting. The transmitter costs less than $3,000.

"This development has opened up all sorts of new broadcasting possibilities", said Major Armstrong. "One can visualize the operation of unsupervised transmitters of a few watts' power, controlled from pulpits, school house assembly halls, and similar places, the transmitter requiring no more attention than the common public address system."

It is believed such a transmitter may well stimulate the establishment of more educational stations which have been kept out of the field because of costs.

Stewart Warner Corporation exhibited a console which prints radio facsimile and provides ordinary radio programs.

The company said it was prepared to manufacture the instruments in volume as soon as demand made mass production practical. Samuel Insull, Jr., Vice-President of the Corporation, said he believed the set could be retailed at a price "somewhere in the $400 bracket."

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A.T.& T. WINS PHILCO TELEVISION TRANSMISSION SUIT

The Philco Corporation Monday in Philadelphia lost a suit to restrain the American Telephone and Telegraph Company from interfering with its Philadelphia station, WPTZ, sending to and receiving from the National Broadcasting Company certain television broadcasts.

Judge William H. Kirkpatrick ruled that the Federal Court had no jurisdiction in the controversy. He held the matter was one solely for the Federal Communications Commission to decide.

NBC uses A. T. & T. transmission facilities but Philco has its own wire connection with New York. Under a contract with NBC, Philco sends certain of the telecasts originating in Philadelphia to New York and receives some from NBC.

Philco contended that A. T. & T. violated the Federal Communications Act by refusing to accept for transmission over telegraph company lines a program originating at WPTZ and relayed to New York via Philco's radio beam.

Counsel for A. T. & T. said the case should have gone to the Federal Communications Commission.

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RECORDING CONCERNS SEEK PACT TO END PETRILLO BAN

The record companies decided Tuesday in New York to seek a meeting with James C. Petrillo, President of the American Federation of Musicians, in a further step looking toward an agreement that would end the union's ban on the manufacture of new disks. The ban has been in effect since Jan. 1.

Attorneys for the five largest companies - Columbia, RCA Victor, Decca, Capitol and Mercury -- conferred among themselves and then telephoned Milton Diamond, counsel to Mr. Petrillo. They suggested that the meeting be held next Tuesday, but whether this would be convenient for Mr. Petrillo was not immediately ascertained. The union leader was in Chicago yesterday.

The action of the record companies comes ten days after Mr. Petrillo first advanced a proposal for a union welfare fund to replace the one outlawed under the Taft-Hartley Law. His proposal calls for a trustee to administer the fund, which would be financed by fees paid by the companies on each disk they sold. The union stopped disk manufacture when the Taft-Hartley Law prohibited payment of such fees directly to the union itself.

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ELECTRONICS FIRM HEAD HEARD BY CONGRESS UN-AMERICAN PROBERS

Samuel Novick, President of the Electronics Corp. of America last week was questioned in secret session before the House Committee on Un-American Activities which is currently looking into Communist espionage in atomic energy and related fields.

Novick denied under oath that he was a member of the Communist Party and answered all questions asked in what a committee member described as "after a fashion".

His company which manufactures radar equipment boomed during the war years from a $50,000 outfit to a six million dollar one.

Before going into his own company, Novick was a director of the People's Radio Foundation, which was established by the late Joseph R. Brodsky, well-known Communist attorney.

The Daily Worker of May 3, 1946, carried a message of greeting from Novick. Novick also contributed $500 to the American-Russian Institute and was a director of it. Courses sponsored by the American-Russian Institute were barred from the New York Public Schools on December 12, 1947.

The subcommittee was inquiring into Communist attempts to steal radar as well as atomic secrets during the war.

The New Yorker's firm produces radios, radar equipment and public address systems.

Representative John McDowell (R., Pa.) said that Novick gave "highly important evidence to corroborate the story we have put together."

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DR. LOUIS COHEN, RADIO AND CABLE EXPERT, DIES

Dr. Louis Cohen, engineer consultant and inventor of many devices in radio and cable telegraphy, died Tuesday of a heart attack at his home in Bethesda, Md. (a suburb of Washington, D.C.) at the age of 72.

Since joining the Bureau of Standards staff in Washington in 1905, Mr. Cohen had become internationally known for his researches into radio and telegraphy. During the first World War he developed for the Navy an instrument that became known as the Cohen receiver. Later he served on several international commissions on communications, and wrote technical books and papers in the general field of electricity.

Mr. Cohen was born in Kiev, Russia, in 1876. Brought to this country as a boy, he attended the University of Chicago and Columbia University, the latter of which conferred on him a doctor's degree in 1905.

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::: SCISSORS AND PASTE :::

Miami Daily, Radio Station, Merge Newscast Operations
("Editor and Publisher")

Something new in newspaper-radio coordination has been announced at Miami, Fla.

WQAM, the ABC affiliate in Miami, and the Miami Herald, both owned by Knight Newspapers, Inc., have merged their radio news broadcasting departments.

The combined operation will be manned by three WQAM newsmen, but will function in the Herald's news room. The Herald's local, state, AP and INS reports will be used in the preparation of all WQAM broadcasts originating locally. Newscasts will be aired from a studio on the news room floor.

Lee Hills, Herald Managing Editor, added a broadcast department to the paper's news operation four years ago. Since then it has aired three 15-minute newscasts daily as Herald public service features.

Broadcast Editor John T. Bills and his assistant, Newscaster William P. (Bill) Carey go over the new WQAM set up. Bills will be news editor. The third member of the staff will be Gordon Shaw, former newscaster for WJR, Detroit.

The new department will take over the Herald newscasts as well as the 15-minute local newscasts aired by WQAM. Others will be added later on.

Owen Uridge, WQAM's General Manager, said ABC network newscasts now aired in Miami will not be affected by the change. He pointed out that the new setup would provide WQAM with a daily news report of hundreds of thousands of words.

"We're confident that with this much material to work from and the high calibre men we've chosen to man the new department", Uridge said, "we can do a more complete job of newscasting."

"The Herald's main business is news and news is an important part of WQAM's activities. We think it only natural for the two operations both owned by Knight Newspapers, to join forces in this field."

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Dewey Catches Onto The Broadcasting Wrinkles
(Thomas L. Stokes, "Washington Daily News")

Tom Dewey can do things with his eyes and hands that one never suspected four years ago, and has discovered new tricks with his deep and melodious voice which has been pronounced by radio engineers as perhaps the best on any circuit today, with a bottom and a top that register equally well.* * * The Deweys, as always, stage a delayed entrance, walking onto the platform or stage just the right number of seconds before the radio time begins, beaming like a bride and bridegroom in a musical extravaganza.

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Radio Fire Communications Recorded
("Fire Engineering")

Further progress in fire and police radio communications is indicated by the successful application of wire recording to the operation of fire and police radio station WPDI in Columbus, Ohio.

James Harkins, Columbus Superintendent of Police and Fire Communications and his staff, along with L. C. Murphy, representing the Peirce Wire Recorder Corp., developed a dual recording system employing two Peirce wire recorders. The two machines record all incoming and outgoing calls over station WPDI.

The machine is ready to record as soon as a voice energizes the movement of the wire. One two-hour spool of wire lasts 24 hours, according to tests made in Columbus. When one machine has recorded all of its wire, the second one automatically goes on and is ready to record.

The wire is filed for one year in Columbus. It can later be reused since the magnetic erasing feature permits reuse of the same wire indefinitely without a deterioration. It can be transcribed as necessary, or can be stored. It can be replayed at any time.

Since the Federal Communications Commission required complete logging of time on the air, many police and fire radio stations are expected to plan similar installations. Those participating in the Columbus project in addition to Harkins and Murphy are Robert Swepson, chief technician of fire and police communications and George Brannon, assistant chief technician.

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Entertainment Industry Declines To Pre-War Level; TV Grows
(Murray Schumach, "New York Times")

Trapped between rising costs and shrinking attendance, the nation's entertainment industry has been squeezed steadily until it is now well on the way down to its pre-war status. The present decline, a survey indicates, is beyond that of last Summer's lull and may be the most serious manifestation to date of a trend that set in eighteen months ago.

Domestic box-office volume of movies is reported to have fallen between 7 and 12 per cent this year from the same period in 1947. The number of legitimate shows on Broadway is less than for this time last year and several current productions are in precarious financial condition.

Many radio stars are fighting salary cuts, and among the numerous night clubs that have closed are some that never before shut down in warm weather. Decreases in the sale of records, estimated between 10 and 35 per cent from last year, have compelled closing of some plant facilities. Sheet music is off almost 40 per cent.

Television has thus become virtually the only major entertainment field, - with the possible exception of some concert programs to show continued growth. Yet, despite the accelerated pace of video's progress it has not yet begun operating at a profit."

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TRADE NOTES

John Cowles, Vice-President of the Cowles Broadcasting Company, and publisher of the Minneapolis Star, a member of former President Hoover's Commission on Reorganization of the Government was in Washington last week attending a meeting of the Commission.

Apropos the hearings held in Washington by the FCC looking into the possibility of new television allocations, a subscriber of this service took exception to the following statement which he characterized as "misleading", made by J. R. Poppele, President of the Television Broadcasters' Association, in a recent newspaper television supplement:

"You, the prospective owner of a television receiver, can be sure that the set you buy today will not be obsolete tomorrow or even ten years from now."

"A reason why television sets will not undergo any changes overnight is that the Federal Communications Commission and manufacturers have set standards to be followed by all industry."

"Irresponsible statements such as Poppele's", our subscriber commented, "are not only harmful to the public but unfair to the FCC."

Production of television receivers in the United States will reach the 100,000 a month mark by the last quarter of 1948, it was predicted by James H. Carmine, Vice-President of Distribution, of Philco Corporation, last week, speaking in New York.

In New York City alone, television receivers are being installed in private homes at the rate of 1,000 per day, and this number promises to increase substantially in the weeks just ahead, according to Mr. Carmine. At the same time, television is coming to additional cities across the country, so that New York, while still the nation's television center, will obtain a smaller proportion of new set production than in the early days of the industry, he said.

"Philco television production, already running well above 4,000 receivers a week or 200,000 a year, will step up to 8,000 a week or 400,000 a year by the latter part of 1948", Mr. Carmine predicted. "Philco plans to increase its production to 10,000 sets a week early in 1949. Our dollar volume of television production will exceed our radio business within the next three months. The unprecedented growth of television has not been equalled by any other industry in the nation's history.* * * The potential television audience is 50,000,000 at the present time. By December 31st as many as 65 stations may be on the air, with a potential audience of 65,000,000."

Marking another important step forward in television programming, Mr. Carmine announced that Philco would start to televise a series of top Broadway hits in all major television cities in October.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

Founded in 1924

NATIONAL BROADCASTING CO. Inc.
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FCC CHARGED WITH BOTCHING TV; CONGRESS, DEWEY, WRATH FEARED

How far the repercussions in high Washington official circles of the Federal Communications Commission freezing all applications for new television stations from six months to a year may reach seems to be anyone's guess. The FCC action may be a target in the heated closing days of the Presidential campaign and most certainly early in the next Congress, if the Republicans win. Also if Governor Dewey comes to bat, the television freeze may even get the personal attention of the new President or of Governor Warren who is expected to be looking for new fields to conquer.

In the meantime, with the public apparently badly befuddled, the main question being asked is who is responsible for what seems to be described by many as the "television mess". One explanation is that the FCC being mostly political appointees whohad no technical knowledge years ago a cted on a lot of "bum" advice, the harvest of which the present Commission is now reaping.

The Washington Post, which is regarded as the semi-official spokesman for Wayne Coy, Chairman of the Federal Communications Commission, since Mr. Coy formerly had charge of the Post's broadcasting station, seems to be walking down both sides of the street at the same time. The news column of last Sunday is critical of the Commission while an editorial at about the same time defends Mr. Coy and his associates. N. S. Hazeltine writes in the Post news columns:

"The television situation is embarrassing to the Federal Communications Commission which recently ended a series of hearings in Washington on what to do about the predicament. The FCC has been charged by industry with botching the job of fathering television to manhood."

On the other hand a Washington Post editorial taking up the cudgel for Mr. Coy and the Commission read, in part:

"In postponing temporarily the issuance of further licenses for television broadcasting the Federal Communications Commission has taken an unpopular but necessary step. The essential consideration is that television has outgrown its pants.* * * *

"There has been some criticism of the FCC for not anticipating the present snarl and acting before this. At least it has now faced the situation courageously. Certainly the freeze will permit a much needed reappraisal. And if changes in the television development pattern are indicated, they can be made with less cost and pain now than later, when more stations and sets will be in operation."

Jack Gould had this to say in the New York Times:

"The action of the Federal Communications Commission last Thursday in calling a temporary halt to further authorization of new television stations is a step of critical importance to the burgeoning video art. Yet at the same time, if needless and costly

harm is not to be done to the new industry, its immediate effects should not be exaggerated. Rather the ban must be viewed with an understanding of the many long-range factors involved.* * * *

"As Mr. Coy noted, two possibilities present themselves: (1) the standards for separating stations may have to be revised; (2) the total number of stations which can be fitted into the present bands may have to be reduced.

"It is this question of the number of stations which can be accommodated on the air, in turn, that goes to the heart of television's long-range future. So rapid has been television's growth that the FCC and the industry are now of one mind that video will have to move to a new set of channels higher in the spectrum, where more room is available.

"A move to higher channels will directly affect the public. Sets now on the market will not be able by themselves to cover such new channels, though converters added to existing receivers presumably would be able to provide a transitional service. Similarly, television operators would have to acquire additional costly transmitting equipment. * * * * *

"However, most authorities agree that the higher bands will have to be opened sooner than originally thought. After such a decision is reached there would still be appreciable delay in arriving at proper engineering standards, developing new equipment and beginning the allocation process all over again.

"If protracted unduly, the uncertainty could have serious results as both the industry and the FCC recognize. Assuming there is a danger of their equipment becoming obsolete relatively soon, station operators may hesitate to proceed with plans for transmitters and the public might grow reluctant to buy sets. The development of networks, which is an essential prerequisite to costly programs, also would be adversely affected.

"In arranging for an orderly transition from one band to another and at the same time taking every precaution to minimize the effects of such a change on the public and the industry, the FCC obviously has a task of the utmost difficulty. But its only course is to face the job realistically and, more particularly, explain with the utmost clarity the reasons for each move it takes. In that connection the FCC made a good start last week."

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CITIZENS RADIO SERVICE APPLICATION SUGGESTIONS INVITED

A simplified application form for the proposed Citizens Radio Service was proposed by the Federal Communications Commission last week. Those interested can file comments with the Commission on or before October 25th. Meanwhile, no licenses are being issued in the contemplated service except on an experimental basis.

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WSB-TV GIVES SOUTH ITS FIRST TASTE OF TELEVISION

The first television station in the South, WSB-TV, Atlanta, went on the air last Wednesday night. Opening ceremonies began with a welcoming greeting from J. Leonard Reinsch, Managing Director of the Cox radio stations.

Talks were also given by James M. Cox, Jr., Vice President of the Board of the Atlanta Journal Co.; Daniel J. Mahoney, member of the Board; and George C. Biggers, President of the Atlanta Journal Co. An NBC salute followed with a congratulatory message being delivered by Niles Trammell, President.

M. E. Thompson, Governor of Georgia; William B. Hartsfield, Atlanta Mayor, and several other prominent Georgians were introduced by John M. Outler, Jr., General Manager of WSB-TV.

A salute from WPIX followed during which WSB-TV newsman Jimmy Bridges, discussed the film tie-up between the stations.

Mr. Outler then introduced several WSB-TV staff members including: Marcus Bartlett, Program Director; Mark Toalson, Production Director; Frank Gaither, Commercial Manager; and C. F. Daugherty, Chief Engineer.

WSB-TV program previews followed with parts being shown from "Monkey Business" and "Science Is Fun". The WSB-TV news staff, Jimmy Bridges, Walter Paschall and Lee Jordan, was introduced to the television audience, followed by a portion of Thad Horton's sports show, the "Scoreboard".

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MISS HENNOCK, FCC, NEWEST "HAM"; FAN MAIL TAKES NOSEDIVE

Miss Frieda Hennock, newly appointed member of the Federal Communications Commission, is becoming a "ham" radio operator so she can better understand her duties.

This came out last week when she was a surprise guest of honor at the first meeting of the season of the District Women's Bar Association in the Raleigh Hotel.

Miss Hennock disclosed she is making her own transmitting set to get a better idea of radio communication.

She was quoted as saying that her fan mail, immediately following her appointment, consisted of 4,200 letters a day. Now, she added, it has dwindled to 400 letters each day.

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RCA, ALL AMERICA RADIO, RAISE OVERSEAS RATE QUESTION

Memorandums having to do with international rates have been filed with the Federal Communications by RCA Communications, Inc., by its attorneys, David C. Adams, Howard R. Hawkins, and Richard M. Cutler and All America Cables & Radio, Mackay Radio and Telegraph Company, The Commercial Cable Company and Commercial Pacific Cable Company by its attorneys James A. Kennedy, John F. Gibbons and John A. Hartman, Jr.

Taking up first the background of the proceedings, RCA recounts the various proposals made at International Conferences in recent years having to do with the elimination of the special rate for code messages.

RCA recommends to the Commission that the rates for code and plain language be unified at 75 per cent of the present rate, that the rate for deferred messages be made 75 per cent of the new unified rate, and that the rate for night letters be made 50 per cent of the new unified rate.

RCA also urges that the urgent classification be re-established, either at one and one half times the new unified rate as the Federal Communications Commission ordered some years ago in connection with the South American rates, or at twice the new unified rate if the agreement of other administrations cannot be secured for the establishment of this service at a lower rate.

RCA points out that the net effect of its recommendations would not mean much change in its revenue; the increase ie estimated at about 4 per cent on outbound traffic and about 5 per cent on inbound traffic.

RCA then takes up the matter of the special rates for government telegrams and recommends that these be eliminated, as was done a year or more ago when Congress repealed the Post Roads Act and the Federal Communications Commission later eliminated the discount on domestic government telegrams.

RCA's conclusion is as follows:

The Commission should recommend that the United States Delegation to the Paris Conference advocate a revision of the commercial classification system for international telegrams including each of the following elements: establishment of rates for ordinary plain language, code and cipher telegrams at not less than 75 per cent of the rates for ordinary plain language telegrams, with a minimum of five chargeable words applicable to the new unified class of telegrams; establishment of rates for deferred telegrams at a ratio of not less than 75 per cent of the rates for the unified classification, with a minimum of ten chargeable words applicable to the deferred classification; establishment of rates for letter telegrams at a ratio of 50 per cent of the rates for the new unified classification with no change in the present minimum of twenty-five chargeable words for the letter classification; establishment of a ratio for

urgent telegrams at 150 per cent of the rates for the unified class if this is possible, and if it is not possible, retention of the present 200 per cent ratio, with a minimum of five chargeable words in either case; retention of the present regulations with respect to word count for plain language, code and cipher; and retention of the present regulations which prohibit the use of secret language in deferred or letter telegrams. The Commission should also recommend that the United States Delegation press for an agreement by all government administrations renouncing special rates for government telegrams in the international field. Such action can effectively be taken by the United States, either by treaty, executive agreement or Commission action, notwithstanding provisions in Presidential cable landing licenses which now provide for special rates for United States Government telegrams.

"The position of the commercial users of international telegraph communication services is not entirely clear", the memorandum presented by Mr. Kennedy and associates states. "The International Chamber of Commerce recommends separate rates for code and plain language telegrams; specifically, maintenance of the existing 60% differential in favor of code messages. The Code Users Committee, representing several large American business concerns, appears to have no interest in continuing a differential between rates for Ordinary plain language and Ordinary CDE messages, and would seem to favor unification providing the Ordinary plain language rate is reduced to the level of the Ordinary CDE rate (60% or 66 2/3%, as the case may be) and code language is admitted in the lower rate Deferred and Nightletter classification. The Code Users Committee, on the other hand, raises no objection to the application of increased rates if the revenue requirements of the carriers warrant rate increases but does not want such increases brought about by changes in existing rate ratios affecting the several message classifications."

As to Government messages, the memo sets forth:

"The discount of 50% applicable to Government messages in the Ordinary Full Rate and Ordinary CDE classifications does not arise from any requirement in the International Telecommunications Convention or the Annexed Telegraph Regulations. The rate preference results from either stipulations in cable landing licenses issued to cable carriers in the United States and other countries, from agreements between the American and foreign carriers, or from FCC order prescribing special Government rates. No substantial reason has been established to justify special rate treatment for Government messages not accorded to general public messages. The handling costs in relation to both classes are no different, and if anything, are greater in respect of Government messages, owing to priority and other special requirements, such as special billing arrangements.* * * *

"So far as the Government's particular requirements are concerned in relation to the use of code, a special rate for Government code messages, less than that applicable to commercial code messages, cannot be justified since the general characteristics and handling costs in relation to both are substantially the same."

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TRUMAN SNAPPY TV DRESSER; DEWEY SLICK TV SPEECH READER

President Truman and his rival presidential candidate, Governor Dewey, seem to be running neck and neck in picking up television pointers. The President wows the prospective television voters by being the last word in sartorial elegance. Governor Dewey puts over a fast one by looking straight at the television audience as if speaking face to face when (really it's a shame to give him away) he is really reading from a carefully hidden manuscript.

All this we learn from "Understanding Television - What It Is and How It Works", a new book by Orrin E. Dunlap, Jr., Vice-President of the Radio Corporation of America.

Of President Truman's technique before the television cameras, Mr. Dunlap writes:

"President Truman appeared at the Democratic National Convention in a white suit and dark tie, which incidentally, seems to be ideal masculine garb for the television cameras. His appearance was rated as 'probably his most impressive since assuming office.' Warned by radiomen that a speaker cannot project her personality over television if his head constantly bobs up and down over a script, Mr. Truman introduced a semi-ad lib format. He used a minimum of written notes and relied chiefly on extemporaneous remarks which enlivened his address with spontaneity and change of pace."

Regarding television manuscript reading and Governor Dewey, Mr. Dunlap observes:

"Speakers will seem far more natural and will hold their audiences more effectively if they speak extemporaneously, or at least appear to. Reading from a manuscript with the head down and eyes fixed on the paper instead of looking at the audience creates a disastrous effect; many in the audience become bored and lose interest. It is realized, however, that the great advantages of a prepared speech are not to be overlooked. But they can be used on television if handled intelligently and if the speaker is more intent upon his audience than on his script. Those who would read a prepared script will do well to emulate Thomas E. Dewey for he has mastered that art to perfection. In fact, it almost seems that he is speaking without notes or manuscript." "The Governor although using a prepared speech in his television broadcasts gives little evidence to the audience that he is reading a manuscript."

Mr. Dunlap's latest volume is his eleventh on the subject of electronics. Five are about radio, including "Radio's 100 Men of Science". Another book is devoted to Radar. Three books, including his latest, deal with television, which puts him way out in front as the country's - if not the world's - foremost television writer. In addition, there is Mr. Dunlap's outstanding volume, "Marconi and His Wireless", which is the official biography of the inventor of wireless.

The author's definition of television is:

"Think of yourself blindfolded at a baseball game with somebody alongside describing each play, endeavoring through words to give you a mental picture of what is going on. That is radio broadcasting. But lift the blindfold and see the scene for yourself! That is television, with an expert sports commentator to explain every play.* * * *

"Officially, television is defined as 'radio or electrical transmission of a succession of images and their reception in such a manner as to give a substantially continuous and simultaneous reproduction of an object or scene before the eyes of a distant observer.'"

A striking comparison by Mr. Dunlap follows:

"People now look upon scenes never before within their range; they see politics as practiced, sports as played, drama as enacted, news as it happens, history as it is made - they are face to face with celebrities! In 1840, weeks passed before pictures of Queen Victoria's wedding were printed in America, but when Princess Elizabeth was wed in 1947, films were flown across the Atlantic and telecast in New York the next day. Yet, to coming generations, even that speed will seem slow, for they will see events at the hour they happen - by international television!

"Just as radio brings the chirp of a bird, the buzz of a bee, the voice of the President, or the 'I do' of a Princess to vibrate eardrums half a world away, so will television enable the eyes to distinguish lights and shadows, scenes and people, in action at a distance.

"Radio shriveled the size of the earth; it gave new speed of sound and annihilated Time. Now television promises to put the globe in the palm of everyone's hand, so that the eye may look around the sphere as if it were an orange."

As is so frequently the case with Mr. Dunlap's books, his newest "Understanding Television" should find a ready place on the shelves of the libraries of the country. Its contents include:

" "Steps That Led To Television"; "How You See By Television", "What Performers Should Know About Television"; "Testing Your Television I.Q."; "Television Glossary"; "Television Stations On the Air" and "Television Bibliography".

The publisher of "Understanding Television" is Greenberg, New York, and the price is $2.50.

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ANPA OPPOSE FCC RULE TO BAR PRESS RADIO MOBILPHONE

The American Newspaper Publishers' Association announced yesterday that it will oppose the Federal Communications Commission's new wavelength plan, which they said would bar newspapers from the use of radio mobilphones for sending news and pictures.

Hearings on a proposed reallocation plan assigning wavelengths between commercial enterprises will open today (Wednesday, October 6) with more than 100 organizations scheduled for appearance.

The plan was characterized by the ANPA as "a flagrant disregard of the public service nature of news dissemination."

Supporting the ANPA will be newspaper-radio specialists from the New York Times, the New York Journal American, the Baltimore Sun and other newspapers. Individual presentations to the FCC will be made by the New York Daily News, the New York Daily Mirror, the Boston Herald Traveler, the Douglas (Wyoming) Budget and other papers, the ANPA said.

The newspapers will request that a permanent basis be given to the present experimental relay press wave lengths over which news reports and pictures are transmitted, it was announced.

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"NEVER! NO HARDLY EVER", PETRILLO SAYS TO RECORD MAKERS

James C. Petrillo, President of the American Federation of Musicians, who last winter insisted that his union "never" would make phonograph records again, acknowledged Tuesday in New York that both he and the record companies were anxious to reach a new agreement. The union has banned the manufacture of new disks since January 1.

The union leader met with officials of seven record companies in his office at 570 Lexington Avenue and announced that there would be another session today (Wednesday, Oct. 6). Attending the meeting were officials of the Capitol, Columbia, Decca, King, Mercury, MGM and RCA Victor concerns, as well as an observer for the Phonograph Record Manufacturers' Association.

Mr. Petrillo emphasized that the discussions were only in a preliminary stage and that it still was too early to predict their outcome.

"Everybody here is satisfied they'd like to settle", he added, noting that he personally was convinced that the record companies were not trying "to put anything over".

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ABC'S DETROIT TV OPENER; BUYS 20 ACRES IN HOLLYWOOD

Edward J. Noble, Chairman of the Board of the American Broadcasting Company, Mark Woods, President of the network, and Robert E. Kintner, ABC Executive Vice-President, all will travel to Detroit for the premiere of WXYZ-TV, the network's third owned and operated television station Friday, October 9th.

With every portion of its premiere sponsored by an American industry, the opening day's telecasts of WXYZ-TV will constitute one of the most widely diversified afternoon and evening television programming ever beamed in a single day, according to Robert E. Kintner.

At the same time Mr. Kintner announced that ABC has purchased the 20-acre Vitagraph motion picture lot from Warner Brothers for use as its Hollywood Television Center.

ABC is constructing a television station - KECA-TV - in Los Angeles and expects to be televising from this station and its San Francisco station - KGO-TV - near the end of this year. The Vitagraph property will house the television studios for KECA-TV and will serve as general network television headquarters and studios for ABC on the Pacific Coast.

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RADAR BRINGS FORTH VAST RANGE OF RADIO FREQUENCIES

Radar devices developed during the war for detecting enemy submarines and airplanes have uncovered a new world of sound coming from all around the cosmos, William L. Laurence writes in the New York Times at the 80th Anniversary celebration of Cornell University. They have provided the first scientific evidence for the existence of something along the lines of the "music of the spheres", postulated by Pythagoras more than 2,500 years ago.

The radar apparatus and techniques have brought to light for the first time a vast range of radio frequencies generated all over the cosmos, the sun, the Milky Way and other galaxies, as well as from spaces where the most powerful telescopes have so far failed to locate any stellar bodies.

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18,300 TELEVISION SETS IN USE IN WASHINGTON

According to the report issued October 1 by the Washington Television Circulation Committee, as of October 1, 1948, there are 18,300 television sets installed and operating in the Washington metropolitan area.

This Committee includes representatives of WNBW, WTTG and WMAL-TV, the three operating Washington television stations, and formulates its estimates from sales figures furnished by the Washington Electric Institute and other sources. The current estimate shows an increase of 1,700 sets over the September 1 figure of 16,600. The Committee's next estimate will be issued November 1.

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"MYSTERY MELODY", OPPONENT FRED ALLEN, HIT FRONT PAGE SAME TIME

It was a question this week who got the most publicity - Kenneth Crosbie, a beverage salesman of Bluffton, Indiana, who won the $30,000 "Mystery Melody Jackpot" on the American Broadcasting Company network last week, or Fred Allen, comedian, who told his listeners he had bonded them against any losses in prizes they might suffer because they were listening to his show instead of one of the give-away programs.

Crosbie's name and number had been picked at random from the nation's telephone directories in New York City.

The mystery melody, "Turkeys in the Treetop", identified by Crosbie, the correct title for which had been eluding radio listeners for the past eight weeks, was published first in 1890 by C. A. White under the title of "Johnny Come to My House".

Fred Allen disclosed that the National Surety Corporation of New York has agreed to underwrite reimbursement by him to anyone who loses a prize from any other program because he was listening to the Allen program.

According to radio circles, Mr. Allen's offer constitutes the first time the American public has been insured en masse in this manner. In a cut at members of the radio audiences who are interested not in entertainment but only in w inning prizes, Mr. Allen assured his listeners that he would guarantee they would not be penalized by listening to his program.

"In other words", he said on NBC, "my listeners can only lose thirty minutes."

Pointing out that "jokes won't help in radio, everything is giveaway programs", Mr. Allen asserted, "Something has to be done and I am going to do it."

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RADIO SCHOOL ENTERS INTO FEDERAL TRADE STIPULATION

Central Radio and Television Schools, Inc., 17th and Wyandotte Sts., Kansas City, and G. L. Taylor, its president, have entered into a stipulation-agreement with the Federal Trade Commission to stop representing that training offered by the school is given under the direction, supervision, or guidance of an Advisory Board composed of representatives of airline companies.

The agreement recites that the school receives advice and counsel concerning its training program from an Advisory Board, but that the Board's activities do not extend to any direct training of students. Under the terms of the agreement, the school may represent that its training courses are formulated under the direction, supervision, and guidance of such a Board.

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CORRECTED NAB FIGURES SAY 1948 BROADCAST BIZ TO BE 7% BETTER

The over-all gross revenue of the radio broadcasting industry for 1948 will be up 7.4% over 1947, but the gain will be more than balanced by an increase of 10% in operating expenses, the National Association of Broadcasters estimated in corrected figures sent out last Monday.

Basing its estimate on a survey of a sample of stations during the first eight months of 1948, projectable to the entire industry and the whole year, the NAB Research Department drew these conclusions:

1. Over-all gross revenue from all time sales will increase from 1947's $357,000,000 to $383,800,000.

2. Station expenses, however, will go up from last year's $212,200,000 to $233,200,000 this year.

3. Revenue from national spot business will rise from $90,000,000 to $99,000,000 or 10%.

4. Revenue from local business will increase from $136,000,000 to $144,800,000, or 6%.

5. Network revenue will rise from 1947's $125,800,000 to this year's $134,000,000, or 6.5%.

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GENERAL ELECTRIC AND ABC SIGN 52-WEEK TV CONTRACT

The Electronics Department of General Electric Company, Syracuse, New York, has signed a 52-week contract for the full television facilities of the American Broadcasting Company.

The significance of this development is that it marks the first 52-week full network television contract received by ABC. Stations in additional television markets of the country will be added as they become available. Those stations which cannot be served by existing television relay facilities will telecast the program from specially prepared off-the-tube recordings.

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COURT ASKED TO RULE ON TELEVISION AT BARS

The Pennsylvania Supreme Court was asked last Friday, according to the A.P., to decide whether a television show is different from a movie. The Philadelphia Retail Liquor Dealers' Association claims the two are the same and taverns with television sets ought to have movie licenses.

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NBC TO EXPAND ELECTION NIGHT COVERAGE

Expanding its Election Night television coverage to the Midwest, the National Broadcasting Company will present returns of the November 2 national election over a seven-station network from Buffalo, N. Y., to St. Louis under the sponsorship of the RCA Victor Division of Radio Corporation of America.

Plans were announced Tuesday by John K. West, Vice President in Charge of Public Relations for RCA Victor, and William F. Brooks, NBC Vice-President in Charge of News and International Relations.

Duplicating its arrangement for coverage of the returns in the East, NBC Television will set up telecasting headquarters in the studios of Cleveland's station WNBK. In the Cleveland headquarters, the election studio will be outfitted with huge charts to depict the progress of the election. Commentators Alex Dreier of Chicago, Robert McCormick of Washington, and Ed Wallace of Cleveland will give a running account of the proceedings.

Starting at 8 P.M. (EST) the telecast will continue until the election is over. An elaborate system of pickups from other cities in the Midwest network, including St. Louis, Detroit and Milwaukee, will be arranged as cut-ins for the regular telecast.

In order to supplement its Midwest news staff, part of the NBC Washington office will be moved to Cleveland to help supervise the operations. Commentators from NBC Television's affiliated stations in St. Louis, Detroit, Milwaukee and Buffalo also will be headquartered in Cleveland during the Election Night return coverage.

To keep the Midwest network continually abreast of Election developments in the East, Mr. Brooks said that special lines were being installed from NBC's headquarters in New York to the Midwest headquarters in Cleveland. Special visual aids, films and charts are now being created to enable the viewer to follow the election results without difficulty.

Stations on the NBC Television Midwest network which will carry this historic program include NBC's owned and operated stations WNBK, Buffalo, KSD-TV, St. Louis; WTMJ-TV, Milwaukee; WWJ-TV, Detroit, and WSPD-TV, Toledo.

RCA Victor will sponsor the entire night's program over the full Midwest network.

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It is reported that Life Magazine and the NBC will unit forces in covering national election night returns by radio and television. This, it is said, will cover television appearances of the winner be he Dewey or President Truman. Life and NBC also teamed up in covering the Democratic and Republican conventions.

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SCISSORS AND PASTE

O'Dwyer, Macy, Gimbel, Pep Up N.Y. Jubilee Radio Show
(Meyer Berger in "N. Y. Times")

The richest chorus in history sang New York City's glory to the world last week in a Golden Jubilee program broadcast over the NBC radio network.

Mayor O'Dwyer, the thrush of Bohola, led the golden chorus. It was made up of fifty voices, and each chorister was a top executive in some great corporation.

The Mayor turned the key in City Hall before sundown. Bernard Gimbel rushed from his store at closing, and Jack Straus, president of Macy's, was out before the last customer.

The ripest feature was a duet that brought Macy's and Gimbel's into close harmony. Mr. Straus, at the piano, played "Penthouse Serenade" to Mr. Gimbel's lyrical description of New York.

Macy's playing was noticeably 6 per cent louder than Gimbel's closing line, a soaring, throaty baritone about "The city where the latchstring always hangs outside the skyscraper doors."

The chorus was billed as "The Billion Dollar Glee Club", but Fred Waring, chorus-master, was unawed by it. He muttered: "I detect an occupational weakness. In a chorus of big executives like this, you're short on tenors. These boys are all bass and baritone."

In a parody of "Side by Side", Mr. Waring assigned solo lines. George Skouras, president of the Skouras Theatres, Inc., got the line: "Queens, and an island called Staten." His quality was weak, and quavery. Mr. Waring frowned.

He said "Come, George, give me some volume on that line."

Mr. Skouras swished what was in his glass. "Can't I maybe sing it in Greek?" he asked plaintively.

Mr. Waring finally got him up to pitch.

Some of the brethren were weak in "The Whiffenpoof Song" parody. "We're poor little lambs who have lost our way", they bellowed.

"Baa Baa Baa."

The chorus-master thrust a finger sharply at Maj. Gen. Julius Ochs Adler, vice president and general manager of The New York Times.

"You, General", he barked, sergeant-wise, "you get into line, now, with those baas."

By 8 o'clock, when the chorus left for the studio, the song quality was astonishingly good. The gilded group could go through the "Whiffenpoof", "Side by Side" and "In Old New York" like any better-trained group at Riley's Bar and Grill on the West Side. * * * * *

As the performers left the hall, one troubled executive plucked another by the sleeve. He said: "Look, chum, we had fun - but how about Petrillo? You think he could picket our places for this?"

Among those appearing in the Billion Dollar Chorus were: Frank L. Andrews, President of the New Yorker Hotel; F. M. Flynn, President of the Daily News; Edwin S. Friendly, Vice President and General Manager of The Sun; Henry G. Duvernoy, President of Duvernoy & Son, Inc.; Frank W. Regan, President of the Biltmore Hotel, and Niles Trammell, President of the National Broadcasting Company.

Also Carl Whitmore, President of The New York Telephone Company; F. J. Andre, President of Sheffield Farms Co., Inc.; William E.

Robinson, Business Manager of The New York Herald Tribune; David B. Mulligan, Chairman of the Board of the Biltmore Hotel; Brock Pemberton, Broadway producer, and Dr. Harry Woodburn Chase, Chancellor of New York University.

Also, Bernard Kilgore, publisher of The Wall Street Journal; Dr. Albert E. Parr, Director of the Museum of Natural History;Gardner Cowles, President of Look Magazine; Walter Hoving, President of the Hoving Corporation; Alan Grammar, Chairman of the Board of Street & Smith, and Nathan Ohrbach, Chairman of the Board of Ohrbach's.

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NBC'S Super-deluxe $100,000 Sun Valley Show
("Variety")

In contrast to last year's $50,000 NBC expenditure for its Atlantic City convention, the network unpursed itself for something closer to $100,000 for this year's Sun Valley powwow. That's exclusive of the individual tabs for affiliate members and their wives. But by the end of the week they were calling it "NBC 100G alfresco dream job."

From the minute the brass band, with the cowboy-cowgirl escort, stepped out to welcome the "NBC Special", the network put on its top production in years, with the fabulous Union Pacific-Steve Hanagan "background" assist sharing top honors. The opening night deep-down-in-the-valley barbecue, with the centerpiece bonfire spiraling into the skies like a blazing transmitter, was strictly out-of-this-world showmanship to the affiliate boys.

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Presidential Campaign Crowds Lacking; Maybe It's The Radio
(Robert C. Albright, Washington Reporter on Dewey Train)

The crowds were all friendly - never did Dewey encounter any actual hostility - but one's lasting impression of this trip is the lack of general interest and real campaign enthusiasm. Reporters fresh off the Truman train have noted it, too.

But veterans of more spectacular campaigns in the past 20 years have another explanation. They say it's because the "giants in our time" have passed from the scene and there just aren't any political heroes in this campaign.

Certainly the crowds haven't frenziedly bucked the police lines to crash Dewey rallies, or stopped traffic in the streets as they once did for Roosevelt and two presidential near-misses, Wendell Willkie and Al Smith. Even Alf Landon, worst beaten candidate in our time, drew a bigger box office than Dewey on this tour.

Perhaps, as some campaign technicians insist, the day of the big political rally and mighty public outpourings to hear any speech or glimpse any candidate is over. By a selective turn of the wrist, the voter can attend any rally at home.

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TRADE NOTES

Niles Trammell, President of the National Broadcasting Company is listed, along with Roy Chapman Andrews, explorer, William Beebe, naturalist and others, as one of the contributors of the "Book of Knowledge Annual" for 1948.

"The Patent Office in Washington is being plagued by a radio giveaway program. Each day brings letters, wires, phone calls and callers who want to know who was the first woman to be issued a patent. Even several Congressmen have called up to get the answer for constituents," says Jerry Klutz in the Washington Post. The answer is supposed to be worth $2,000."

"Here's the answer: The first woman to be issued a patent was Mary Kies of Killingly, Conn., who was given a patent on May 5, 1809, for a device to weave straw with silk or thread."

Reflecting the $25,391,627 record sales, which more than doubled the previous year's gross volume, net earnings of Crosley Motors, Inc., rose to $1,496,854 in the fiscal year ended with last July from the $476,065 earned the year before, Powel Crosley, Jr., President, has reported.

Bing Crosby Tuesday asked authority to build three new commercial television stations on the Pacific Coast at a total cost of about $592,000. The actor filed his applications with the Communications Commission under his legal name, Harry L. Crosby, Jr.

He listed his net worth at $1,649,115. He said his gross income last year amounted to $734,000, which scaled down to $269,000 net income after taxes.

The singer proposes to operate television stations in his native city of Tacoma, Wash., Spokane and Yakima, Wash.

Collins Radio Company - Year to July 31: Net loss, $299,661 after $68,317 reduction of reserve for replacement guarantees, contrasted with net income of $17,746, equal to 94 cents each on 18,800 preferred shares, for preceding fiscal year; net sales, $7,447,305 against $12,151,266.

When Wayne Coy, Chairman of the Federal Communications Commission, finished telling the Theatre Owners of America in Chicago what he thought television might do to the movies, the presiding officer at the convention exclaimed:

"Thanks, Chairman Coy, for not being coy in your talk to the theatre owners."

There are more than 60 representatives of the press, radio, and newsreels on President Truman's train now swinging through Pennsylvania and New York State.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

Founded in 1924

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"TV FREEZE NECESSARY", McDONALD BACKS FCC; MFRS. WANT ACTION

Sentiment which at first was adverse to the Federal Communications Commission's freezing all further television allocations temporarily now seems to be veering in the direction of the FCC. The latest to endorse the drastic action taken by the Commission is E. F. McDonald, Jr., President of the Zenith Radio Corporation, who heretofore has been critical of certain phases of television development.

Meeting in New York last week the Directors of the Radio Manufacturers' Association voted to authorize their President, Max F. Balcom, Vice-President of Sylvania Electric Products, to appoint a special committee to call on Chairman Wayne Coy and the members of the Communications Commission to urge that the Commission set the new television standards as quickly as possible so that the television set manufacturers will know where they are going and what to build.

Commander McDonald stated:

"Chairman Coy and the Commission are to be congratulated on the courageous move they made of freezing television assignments temporarily. Interference, whether foreseen or unforeseen, has occurred between the existing operating stations and this condition would be made only worse by additional assignments in the present allocation plan which is being used. An operation was necessary and it is better to have that operation now when it will affect less people, especially the public, than it will later on.

"I think Chairman Coy has well summed up the two possibilities that present themselves - (1) The standards for separating stations may have to be revised - and (2) the total number of stations which can be fitted into the present bands may have to be reduced.

"It also is recognized that additional channels must be allocated to television if it is to become a great national service and those additional allocations should be made as rapidly as possible so that the manufacturers as well as the public may know where we are heading.

"Additional assignments at this time, without a complete review of the problems, would create chaos and make interference worse in television than it ever has been in AM.

"I think a vote of thanks rather than criticism should be given to the Federal Communications Commission for their action in freezing further assignments at this time."

The following are the members of the RMA Committee appointed in addition to Mr. Balcom to confer with Chairman Coy and the Commission and to offer the assistance of the manufacturers with a view of expediting an early decision in the television matter:

Dr. W. R. G. Baker, Director of the RMA Engineering Department and Vice President of General Electric Company, Syracuse, N. Y.;

H. C. Bonfig, Vice President of Zenith Radio Corporation, Chicago; Dr. Allen B. DuMont, President of Allen B. DuMont Laboratories, Inc., Passaic, N. J.; Frank W. Folsom, Executive Vice President of RCA Victor Division, Camden, N. J.; Paul V. Galvin, President of Motorola, Inc., Chicago, and L. F. Hardy, Vice President of Philco Corporation, Philadelphia.

During a discussion of TV service at the radio set makers' meeting in New York, it was pointed out that FCC hearings to date have dealt almost entirely with the technical and engineering phases of the problem and that it might be advantageous for the FCC to obtain the views of industry management. Present VHF (very high frequency) TV bands and broadcasting services are not involved in the UHF (ultra high frequency) special proposal, according to FCC officials. The Committee will seek an early appointment with Chairman Coy.

The Washington Star, operators of WMAL-TV, has this to say editorially about the television situation:

"The Federal Communication Commission's decision to 'freeze' all applications for new television stations is a logical move to give the Commission's technicians time to diagnose the developing troubles of the infant industry. The plain fact is that television is afflicted with 'growing pains'. It is growing so fast that already it is in danger of becoming too large for its present channels, which were allotted before the Commission realized that television would spread so rapidly and so far. * * * *

"The outlook is so disturbing that Commission experts have been considering proposals to 'take television upstairs' to higher frequencies, where there is room for greater expansion. Any such move should be taken only after careful weighing of the effects on owners of present television receivers. It is said that present sets may be adapted to higher frequencies by special converters, just as was the case when FM first appeared. Nevertheless, it would be too bad to make pioneer purchasers of video receivers pay so soon for the apparent failure of the FCC to estimate more accurately the future growth of this popular new source of information and entertainment."

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CALIFORNIA ASKS AID IN FIGHT ON BOOKMAKING

The Federal Communications Commission was asked last week to aid California in enforcing that State's laws against bookmaking. The California Public Utilities Commission wants FCC to aid in barring the use of interstate telegraph and telephone lines to give racing and other sporting eventsnews to California gambling establishments.

The requests, if granted, might put a crimp in the Nationwide business of gambling on horse racing by remote control. The petition said that the Continental Press Service has leased a Western Union Telegraph Co. wire to transmit information on sporting events, particularly horse racing, to illegal gambling houses in California.

Two courses are open to FCC. It may order a hearing on the petition, or rule that such action is unwarranted. During the war Paul A. Porter, then Chairman of the FCC, made a voluntary agreement with Western Union to discontinue such service. That action resulted in releasing 19,000 miles of leased wire services for war uses.

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FIRST FCC WOMAN COMMISSIONER'S SPEECH BOOSTS THE LADIES

Miss Frieda Hennock, first woman member of the Federal Communications Commission, in her first speech in that capacity, became so enthusiastic about opportunities for women that she was reported as departing from her prepared text and stating that, although a Democrat herself, she would be happy to nominate and support Margaret Chase Smith, Republican Senator-elect from Maine for the presidency of the United States - a declaration which may be of interest to Mayor O'Dwyer of New York City, and Boss Flynn of the Bronx, said to be her backers. Miss Hennock and Mrs. Smith appeared at the opening of National Business Women's Week in New York last Sunday on a program sponsored by the National Federation of Business Women's Clubs and broadcast by the Columbia Broadcasting System.

Commissioner Hennock urged women to try for higher and higher places in government and business, citing figures to show that the percentage of women in high positions was extremely small in comparison with the 17,000,000 women directly engaged in gainful occupation.

"Figures alone mean little - even feminine figures", said Miss Henock. "These indicate that we should aspire to higher places and more responsible positions in the world."

"During my years as a practicing attorney, I never found a businessman who would refuse to take good advice from me just because I wore a skirt. I do not believe that women qualified for important positions, and vigorously backed by influential organizations such as this, will be turned down merely because they are women. If we pose the issue squarely in each case, there is no one who will dare turn us down.

"But first we must propose women qualified to do the job and willing to work at it. When I came to the Federal Communications Commission as its first woman Commissioner, I felt particularly well qualified to make known to my colleagues the viewpoint of the women who constitute by far the most important radio audience. I had wide experience in business and in law. All of these were useful and essential qualifications for my new job.

"No one has ever suggested that all seven members of the Federal Communications Commission should be engineers, any more than it would be wise for them all to be lawyers or membersof any other particular profession. And just as my non-legal colleagues on the Commission may have their hardest sledding struggling with legal problems, I have mine struggling with engineering problems.

"Just imagine me, the first day on the job, tackling an almost indigestible pile of papers about microvolts, millivolts, clear channels, frequency modulation and all that sort of thing. My first impulse was to rush to the hairdresser and get away from it all. But I went to work - and I am determined to master the technical side of my job.

"Television in particular has fascinated me. I have had the opportunity to read a great deal about television. And I am convinced that it will produce vital changes in our way of life. It is particularly important to women, for it will broaden their perspective right in their homes. News, culture, amusement and education will be as readily available to the home as outside. Unlike many other modern inventions which provide opportunitiesor incentives to leave the home for greater fields, it will have the effect of bringing the members of the family together.

"When I first saw the working end of a television set - the part behind the pretty front panel - I was reminded of an old story about a peasant who for the first time saw a railroad train. With great interest he examined the locomotive. The engineer was attracted by this inquisitive soul and stepped down and carefully showed him all the parts of the locomotive and explained in great detail just how each one worked. The peasant listened eagerly and attentively. When the engineer finished he asked his listener if he understood. 'Of course', the old fellow said, 'but tell me, where do you hitch the horses?' That is how I felt about the television pictures.

"I shall sweat and persevere on this new job of mine, as I know each one of you will work on your own jobs. We must work harder than men of equal ability, for we must prove not only that women can produce top executives and exceptional individuals, but that we can engage in mass production of able working people with the consistency to stay on the job for keeps. We are doing this - and we will continue to do so. The future is limited only by ourselves."

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BENEFITS EXTENDED TO RCA EMPLOYEES IN ENTERING ARMED FORCES

All employees of the Radio Corporation of America and its subsidiaries, of six months or more standing, who enter the Armed Forces of the United States under the Selective Service Act of 1948, will be paid the difference between their base pay for their last month of employment and what they receive for their first month's military service, it was announced last week by Brig. General David Sarnoff, President and Chairman of the Board of RCA.

This payment will be made, General Sarnoff said, whether the employee is called or volunteers for service in the Armed Forces. In addition to all other rights and privileges to be provided by RCA under the Selective Service Act, he continued, the Corporation will continue in force for 31 days the employee's group life insurance. RCA will pay the full premium, including the employee's portion.

RCA also will pay to those who may enter the Armed Forces an amount equal to one year's premium on an equivalent amount of life insurance under the National Service Life Insurance Act, but not exceeding the maximum amount provided under the Act. This will be done upon submission to RCA of evidence that application has been made for such insurance.

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EARLY BIRD RADIO LIKELY TO CATCH FARMERS, IOWA POLL SHOWS

It has long been a moot question among broadcasters as to when farmers get up in the morning. The finding were finally secured during one of the regular Iowa Poll surveys among a representative cross section of Iowa voters. The Iowa Poll, which has a high standing and is frequently in the national spotlight, is sponsored by the Des Moines Register and the Cowles Broadcasting Co., of which Gardner Cowles, Jr. is President. Henry J. Kroeger is Director of the Poll.

The results of the farm survey follow:

Most Iowa farmers get up at least by 6 A.M., and most retire between 8 and 10 P.M. In Winter they get about an extra hour of sleep.

The poll also shows that the men are the ones who usually get up first in farm families. But then, the men also are first to go to bed in many families. In most farm homes, though, men and women retire about the same time.

About half the farmers eat their breakfasts between 5 and 5:30 A.M. A few don't eat until 6:30 P.M.

The Iowa Poll asked the following questions:

"What time do you usually get up in the morning and get to bed at night in Spring, Summer and early Fall?"

	Get Up		Retire
Before 5:00 A.M.	18%	7:00-7:30 P.M.	1%
5:00-5:30	47	8:00-8:30	2
5:30-6:00	22	8:30-9:00	28
6:00-6:30	4	9:00-9:30	20
6:30-7:00	1	9:30-10:00	20
7:30-8:00	1	10:00-10:30	10
Indefinite	5	Indefinite	13

"What time do you usually get up in the morning and retire at night during the Winter?"

	Get Up		Retire
5:00-5:30 A.M.	14%	7:30-8:00 P.M.	1%
5:30-6:00	29	8:00-8:30	2
6:00-6:30	17	8:30-9:00	23
6:30-7:00	25	9:00-9:30	12
7:00-7:30	7	9:30-10:00	23
7:30-8:00	2	10:00-10:30	14
Indefinite	4	Indefinite	15

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TELEVISION NOT LUXURY, FCC WEBSTER SAYS; FIREMAN LIKES FCC PLAN

All last week the Commission listened to people who don't like the way the FCC proposes to shift frequencies for so-called mobile broadcasting. The stories have been pretty much the same - "We need more and better wavelengths."

In speaking for the Commission's side, Federal Communications Commissioned Edward M. Webster said that television is more than merely a luxury or amusement. He was disagreeing with remarks to that effect by J. M. Souby, Association of American Railroads Solicitor arguing for first consideration for the railroads, as essential services, in the Commission's assignment of radio frequencies. The FCC is hearing arguments on a proposed new allocation of of frequencies under which the roads would lose 19 of the 60 frequencies now assigned to them.

Mr. Souby said the 60 frequencies the railroads want equal only one-half of the space of a television channel, and the roads' needs should come ahead of such "luxury" or "amusement". Mr. Webster said television helps keep the public informed, adding: "I don't know of anything that takes precedence over an informed public."

Mr. Souby predicted all major railroads eventually will use radio to increase safety. In addition to the AAR, several individual railroads are taking part in the hearing in an effort to keep the frequencies now available to them, or to get more wave lengths.

When Chief James E. Granger of the Cleveland Fire Department got the floor, he declared that "everything's fine".

The FCC proposes to allocate eight wave-lengths for the exclusive use of fire departments with others available upon showing of need.

In the past, Mr. Granger said, fire departments have had to depend pretty much upon police radio systems. It generally worked out, he said, that when the fire department needed radio, so did the police.

The FCC also proposes to authorize fire departments in smaller cities to use radio and to make volunteer departments eligible for frequencies. "That's just dandy", said Mr. Granger, who is also President of the International Association of Fire Chiefs.

But the police were just as unhappy as Mr. Granger was happy. Zellon Audritsch of the Indiana State Police said that in the juggling police would lose useful frequencies. He spoke for the Associated Police Communication officers and the International Association of Chiefs of Police.

"And", he stressed, "radio is the most effective tool in the hands of the police today."

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PETRILLO TALKS CEASE ON RECORDING BAN

Negotiations with James C. Petrillo, spark-plug of the American Federation of Musicians, went on the rocks after a week's sessions Tuesday.

The companies represented at the negotiations were Columbia, RCA Victor, Decca, Capitol, Mercury, King and M-G-M.

The only thing given out for publication was the following brief statement:

"The AFM and the industry representatives regret that the current discussions have failed to produce an agreement. No further meetings have been scheduled."

Thus the ban on new recordings by members of the AFL-Musicians Union that began December 31 will continue until one side or the other gives ground, or somebody comes up with a compromise acceptable to both.

The union stopped making recordings with the expiration of its old contract that provided royalties on records paid into its welfare fund and used to hire jobless musicians to give free concerts. The Taft-Hartley law prohibited a new agreement under which royalties would go to a fund controlled solely by the union.

Union members, meanwhile, are cut off from revenue from recordings and the union from royalties. Musicians are much less in demand than during the union's wartime ban that lasted 27 months. Some musicians are reported in trade circles to be restive over the situation and in some cases to be making records under assumed names.

The basis for the present negotiations was a proposal by Petrillo for payment of royalties into a welfare fund to be administered by an impartial trustee. But spending of the funds still would be subject to conditions set by the union.

Neither side would disclose details of the discussions or the points of disagreement. It was understood, however, there were three major points at issue:

1. The scale to be paid to musicians making recordings.

2. Petrillo's claim that the union was entitled to back royalties on all records sold since December 31 that were made from master records recorded under terms of the old contract.

3. The legality of Petrillo's new royalty plan under the Taft-Hartley Act.

It was learned by Jack Gould of the New York Times that the record concerns regarded the union's demands as "excessive".

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ANOTHER BALTIMORE RADIO AND PRESS NEWS CURB PROPOSED

State-wide extension of Baltimore's court rules restricting publication of crime news has been urged by the Baltimore Bar Association - with the addition of a new restriction.

Newspapers and radio stations would be prohibited from reporting any confession of crime, or referring to the past record or an accused person, even if this information is disclosed at a preliminary public hearing.

The Baltimore Bar Association, in urging the new restriction at the same time recommended two liberalizing changes in the existing Baltimore rules which have been proposed for all of Maryland.

In a section of the rule prohibiting statements concerning "conduct of the accused", the Association recommended modification, noting that at present it would prohibit such news as an accused person assaulting a policeman or trying to hang himself or escape.

The second modification involves a "catch-all" section of the existing rules, which prohibit:

"The publication or broadcast of any matter which may prevent a fair trial, improperly influence the court or the jury, or tend in any manner to interfere with the administration of justice."

In connection with the latest effort to curb press and radio, an editorial in the Washington Post contends:

"What the Baltimore Bar Association proposes as a 'modification' of the gag rule on reporting of crime news in that city turns out, on analysis, to be exactly the opposite. The Baltimore lawyers have recommended, to be sure, a liberalization of two parts of the edict of the Baltimore supreme bench. These changes would permit the reporting of the conduct of the accused while in custody and would remove the all-inclusive and confusing phrase that prohibits the 'publication or broadcast of any matter which may prevent a fair trial.' But in return the association suggests another rule extending even to preliminary hearings the prohibition against mention of a confession or the past record of the accused. Moreover, the bar association follows the recommendation of a committee of Circuit Court judges in gratuitously calling for the expansion of this type of suppression to cover the entire State of Maryland.* * * *

"Freedom of the press is not a self-serving phrase invented by the press for its own sake. The press is merely the custodian of a right that belongs to society, just as do all other freedoms guaranteed in the Constitution. That is why a veil of secrecy over one freedom, or the overemphasis of one right at the expense of others, ultimately puts all freedoms in jeopardy."

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RIGHT TO LIMIT TELEVISION VIEWERS CALLED VALID

Television broadcasts have the legal right to forbid the showing of their programs in taverns, theaters or other public places, according to an article in the Columbia Law Review.

The author is David M. Solinger, New York attorney who specializes in the radio and advertising fields. He predicts the courts will decide in the near future "whether a telecaster may limit, restrict and control what he originates."

Television broadcasters have claimed the rights to which Solinger says they are legally entitled. Most stations open and close with announcements saying the broadcasts are intended only for viewing on receivers of the type made for home use, at places at which no admission, cover or mechanical operating charges are made.

But there has been so far no clearcut court test of these rights.

Mr. Solinger says television is protected by statutory and common law copyrights as well as by other common law property rights.

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ENGAGING RADIO TIME TIPS OFF TRUMAN-STALIN-VINSON MOVE

If it had not been for the reservation and later canceling of radio time, the public might not have been any the wiser regarding President Truman's desire to send Chief Justice Fred M. Vinson to Russia to confer with Stalin and being talked out of it by Secretary of State Marshall.

There had been a White House request to the radio networks for free time for a "non-political" speech by the President for last Tuesday night, in which he would have announced the Vinson mission.

The clear inference was that before Marshall had been asked for his opinion, the President or someone on his staff had asked for free radio time, it was assumed that Mr. Justice Vinson would go, and had told outsiders in confidence about the plan.

The Chief Justice himself, when asked for confirmation, gave a reporter the cryptic answer that "I have made no such engagement."

Nevertheless, it was the engaging of this free radio time which tipped the reporters off to "what was cooking".

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ANPA SEE THREAT TO PUBLIC IN RADIO REVISION; URGE LOCAL NEWS RELAY

Spokesmen for the leading newspapers of the United States yesterday requested the Federal Communications Commission to facilitate public information by allocating specific wave lengths for use in maintaining local radio telephone contact with reporters and photographers.

The American Newspaper Publishers' Association warned that the public will suffer if a proposed reallocation of shortwave frequency channels is adopted by the FCC.

The appeal was made at a public hearing being held by the FCC on a tentative ruling by the Commission to remove this service from its experimental category and place it regularly among the wave lengths allocated to general industrial usage. Such a change, the newspaper spokesmen argued unanimously, would put news gathering by radio telephone in jeopardy on crowded circuits and defeat its purpose by potential delays.

William K. Van Allen, attorney for the publishers' group, told the FCC that the rapid dissemination of news is a keystone of freedom of the press. He remarked:

"The relay press service in its day-by-day service has shown the way to a more rapid and a more complete and a more accurate dissemination of news. If it should be discontinued, the indivual newspaper would not be the real sufferer. Although it would lose a valuable aid in news gathering, so would its competitors.

"The real sufferers would be those persons who read the 50 million copies of newspapers printed each day. The real sufferers would be the American people. Without relay press they will receive news somewhat later and some news they will not receive at all."

In the proposed reallocation plan, experimental frequencies which have been used in the past by individual newspapers would no longer be available. Newspapers would be lumped with general industrial and commercial users of radio.

Mr. Van Allen emphasizes that the use of radio by press "is of tremendous value to individual newspapers, to the press as a whole and to the reading public."

He listed 48 newspaperswhich want to install radio service and declared that others have indicated they expect to use such a short-wave service if it is placed on a permanent basis.

Among the witnesses were John J. Reidy, chief photographer of the New York Daily Mirror, which uses the experimental service, and Fred E. Meinholtz, Director of Communications of The New York Times, which has applied for a license to incorporate relay radio into a news gathering communications system on which Mr. Meinholtz said that The Times already was spending $1,000,000 a year.

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HISS NAMES CHAMBERS IN SECOND "MEET THE PRESS" SUIT

Alger Hiss last week filed suit in Baltimore for an additional $25,000 damages from Whittaker Chambers, who has accused Hiss of being a Communist.

The former State Department official, now President of the Carnegie Endowment for International Peace, said he was further slandered by comments Chambers made when Hiss filed a suit against him last month in Federal Court in Baltimore.

Hiss asked $50,000 damages then. He charged the senior editor of Time Magazine had made false and defamatory statements when he testified before a Congressional Committee and said on a radio program ("Meet the Press") that Hiss is a Communist.

The supplemental action recited that Chambers gave a statement on the suit to the Associated Press and that it was published in The Washington Post and other newspapers. Hiss said its implications were that the suit was not filed in good faith and that it was designed to aid Communists. Hiss said this also is false and defamatory.

Chambers has until October 24 to answer the original complaint.

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MOBILIZATION ACTIONS HIGHLIGHT RMA SESSIONS IN NEW YORK

Aggressive action to develop television and to expedite the adoption by the government of a mobilization plan of the radio and electronics industry highlighted a three-day Fall conference of the Radio Manufacturers' Association Oct. 6, 7 and 8, at the Roosevelt Hotel in New York City.

The RMA Board of Directors on Friday, Oct. 8, authorized legal action to contest the validity of a Pennsylvania State license tax on taverns equipped with television receivers. Also the RMA Board established a special committee to confer with Chairman Wayne Coy of the Federal Communications Commission regarding pending study of future expansion of television services into the UHF band. The Board also authorized President Max F. Balcom to set up a committee representing the Set, Tube and Transmitter Divisions and the Engineering Department to work with the RMA Export Committee in the promotion of American television standards and equipment in foreign countries.

Final plans for the promotion of National Radio Week, Nov. 14-20, and the nationwide "Voice of Democracy" contest for high school students, under the direction of the RMA Advertising Committee, were approved by the Set Division Executive Committee and reported to the Board of Directors by Chairman G. M. Gardner. Other industry promotion activities and services agreed on during the three-day conference included an intensive membership drive by the RMA Parts

and Transmitter Divisions and additional industry statistics for set, tube and parts manufacturer-members.

The proposed industry mobilization plan, recently presented to the Munitions Board by the RMA Industry Mobilization Policy Committee, was further implemented by its unanimous approval by the Parts Division Executive Committee and Section Chairmen and by action by the RMA Board of Directors authorizing Chairman Fred R. Lack to appoint a subcommittee to study problems of parts manufacturers in the mobilization program.

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BRITISH TELEVISION TO CONTINUE WITH PRESENT SYSTEM

A statement by the General Post Office disclosed that the London Television Station at Alexandra Palace would continue for a number of years on the present system.

"It is considered that improvements in other systems are not sufficiently striking to justify a change that would make all existing television receivers in this country absolete", the British GPO states.

"This view has been arrived at only after careful examination of the efforts of foreign countries. The Olympic Games in London went a long way towards convincing many observers - including American - that there is little room for improvement in existing British technique.

"The projected new television station for the Midlands will, therefore, follow the pattern of Alexandra Palace, though it will be more powerful. There are also plans for a third station for potential viewers in the north of England.

"The British radio industry's views on the G.P.O.'s decision were made known at a conference attended by Thomas Maltby, who told listeners to the BBC's 'Radio Newsreel':

"'Anyone who has been hesitating about buying a television set for fear that it might become obsolete can now be reassured for some years to come. That will eventually mean a bigger demand for the home market.

"'The economic development of television service in Europe, according to the industry, will depend on the manufacture of a cheap receiver, the establishment of the greatest possible service area for each transmitter, and the provision at low cost of links by cable and radio between one station and another, so that program costs can be shared.

"'It is fairly obvious that the adoption of the British system as a standard would meet all these requirements. To foster our system, one of the first demonstrations abroad of British television is scheduled to take place at the British Exhibition at Copenhagen, where outside scenes and studio turns will be televised by all-British equipment to an audience of 10,000 people a day.

"'If this is successful, there will be more demonstrations abroad, and receivers will be available to the countries which erect our transmitters.'"

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SCISSORS AND PASTE

Against Gagging "Voice" Even Dewey-Truman Campaign News
("New York Times")

No radio station in Russia presents the arguments for and against the continuation of the regime of Mr. Stalin. No radio in Poland, Bulgaria, Hungary, Rumania or today's Czechoslovakia presents the arguments for and against the continuation of the regimes now ruling those countries. No radio in Yugoslavia presents the arguments for and against the continuation of the regime of Marshal Tito. No radio in Spain presents the arguments for and against the continuation of the regime of Senor Franco, and no radio in Argentina presents the arguments for and against the continuation of the regime of President Peron.

But - and this simple conjunction spans a gap wider than the physical world - the State Department's "Voice of America", conducted by the Truman Administration, has been telling all within reach of its invisible waves that experts in this country think Governor Dewey now has "a considerable advantage" over Mr. Truman. It has been presenting, line for line, precisely, equally, the arguments of President Truman for a continuation of his "regime" and the arguments of Governor Dewey against such a continuation. The "Voice" has been carrying Henry Wallace's charges that our foreign policy is "imperialistic".

We will elect a new President in November, or else we will not. We will not elect, we will never elect, a set of ideas that gives the temporary holder of a permanent office the power to suppress discussion. We place our political controversy before the world. There is no controversy as to where power lies - it lies in the citizen, and in the individual citizen, not the mass citizen. May this "Voice", and what it stands for, never be silenced!

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B.&O. Passengers See More Of Frieda Than They Do Of Ball Game
(By Arthur Edson, Associated Press)

Television boarded a moving train last week and passengers, whizzing along at 80 miles an hour, watched the World Series, after a fashion.

Technically, it was surprisingly good, so good that the Baltimore and Ohio Railroad may install it as a regular fixture on its better trains. But, it wasn't much of a way to watch a ball game.

The experiment began at Washington's Union Station. The set was in a special car hooked to a New York-bound train.

First, Miss Frieda Hennock, the blond Federal Communications Commissioner, came aboard. Torgeson singled to right.

Miss Hennock and Frank Norton, who works for a radio manufacturer, were photographed in front of the set. When she moved moved away the baseball fans learned Cleveland was not at bat.

Miss Hennock then posed - again in front of the screen - with J. H. Wallis, electronics engineer for the B. & O. They finally moved. Al Dark of the Braves lashed out a single.

Then the science writers moved in. They marvelled at the way the set was built, how it worked under high tension wires, how -

A baseball fan fought his way through to ask, "What's the score?"

"I don't know", said Norton.

I got off here (Baltimore) and I am now trying to reach the B. & O., to let them know who won.

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DEMOCRATS WOOING WOMEN ON AIR
("New York Times")

The "Democratic Record Show", a new radio appeal for the votes of 1,500,000 housewives, made its debut at 3:45 P.M. Monday over the nation-wide facilities of the American Broadcasting Company in the first of a series to be heard three times weekly to Nov. 1.

Opening and closing with the strains of "The Missouri Waltz", the show is angled at the housewife working in her home. Democratic National Committee strategists explained that the women's vote might well be the decisive factor in the election. The first program emphasized President Truman's attacks on the Republican-controlled Eightieth Congress.

After broadcasting Eddie Cantor singing, "Now's the Time To Fall in Love", the program ridiculed these words of the lyric - "tomatoes are cheaper, potatoes are cheaper", Mrs. Josephine Fusco, a housewife of Lodi, N. J., said high prices made it hard for her six-member family to get along, although three members were working.

Borrowing some features from commercial radio, the program was then interrupted by a telephoned request for a song, illustrating the Democratic record. The tune selected was "Every Day I Love You Just a Little Bit More."

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Britisher Kids Us About Being "10 or 12 Years Behind" in TV
(Donald McCullough in "London Calling")

There are only two countries in the world where television programs are regularly transmitter - the United States and England. In this country (England), we have, of course, had regular programs since 1936. In America, when they talked of being able to see baseball on television, I got a good deal of quiet amusement telling them that we used to have just the same sort of thrill ten or fifteen years ago in England when we were starting.

"Television has certainly provided me with my most vivid and lasting impression of the progress that this country is making.

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The British Broadcasting Company's latest figures show that there are now 70,000 television sets in Britain.

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TRADE NOTES

Plans for television stations at Dayton and Columbus, Ohio, were disclosed recently by Raymond C. Cosgrove, Executive Vice President of the Avco Manufacturing Corp. and Crosley Radio Corporation.

Hamilton Hoge, President, reports that the United States Television Manufacturing Corporation earned approximately $30,000 a month in June and July of 1948. Earnings for the seven month period ending July 31, 1948, were $80,957.32.

In 1947, UST was identified principally with large-screen projection television receivers for taverns and restaurants which were priced up to $2,495. The sale of such high-priced commercial units is limited and in the twelve months ending December 31, 1947, the Corporation had an operating loss of $132,686.44.

What is said to be the Nation's first co-operatively owned broadcasting station will go on the air when Washington's new frequency modulator WCFM presents its premiere program Wednesday evening, October 20. Its opening will be celebrated with a banquet at the Washington Hotel with Sumner Welles, Mrs. Raymond Clapper and Thurman Arnold. WCFM's "Listeners' Council" represents some 40,000 persons who have invested in the station.

WCFM will transmit with a power of 20,000 watts on 99.5 megacycles. Offices and studios are located at 1120 Connecticut Avenue. The station plans to broadcast daily from 5-11 P.M. Specific time of its opening broadcast hasnot yet been set.

WCFM will be the 25th radio station in the Washington area.

American Cable and Radio Corp. and Subsidiaries - Six months to June 30: Net loss, $1,205,389 on operating revenues of $9,349,366, compared with net loss of $319,583 last year after including $250,000 tax credit and $399,587 special credit which was after reversal of excess accrual made in prior years with respect to liability for charter hire of cable vessels.

Capital Airlines have installed television equipment on one of its Chicago-Washington non-stop planes. The service was started last week after brief ceremonies at the Washington airport. Capital Airlines and Philco "are planning to broaden this service to all air travel in the future", the announcement said.

On the inaugural flight, passengers listened to the World Series game from Cleveland while airborne between Washington and Chicago.

A new system of modulation for standard broadcast stations making possible higher fidelity of transmitters has been invented by R. J. Rockwell, Vice President and Director of Engineering for the Crosley Broadcasting Corporation.

The system, for which a patent was granted to Rockwell in July, consists of a revolutionary method for modulating an AM transmitter which entirely eliminates the one unit which heretofore has limited transmitter fidelity. That unit is the modulation transformer.

Dates of the meetings of the National Association of Broadcasters' Board of Directors and the Board Finance Committee have been changed one day. The Finance Committee meeting will be held on Nov. 14 and 15, to be followed immediately by the Board meeting on Nov. 16, 17 and 18.

Saturday and Sunday, October 16 and 17th, will be days of intense activity on the amateur shortwave bands as the nation's hams put their self-powered portable equipment and operating skills through a dress rehearsal for actual emergencies, in their annual Simulated Emergency Tests, sponsored by the National Association of Radio Amateurs, the American Radio Relay League.

There are no broadcasts in Spain until 1 P.M.

Magistrate Henri Schwob addjourned Monday in Bronx Magistrate's Court, New York City, until Oct. 25 a hearing on a summons issued to Arthur A. Wassermann of the Bronx, on a charge of making unnecessary noise with a loudspeaker on Saturday night at Prospect and Tremont Avenues. Mr. Wassermann said later that he had been advertising an American Labor party meeting, that he had had no permit for his loudspeaker and that he regarded the case as a test of the new city ordinance.

The Board of Directors of the Television Broadcasters' Association, Inc., has set Wednesday, December 8, 1948, as the date for the Annual Meeting of official representatives of the Association, and as the date for a one-day Television Clinic. The sessions are scheduled to be held at the Waldorf-Astoria Hotel in New York City beginning at 10 A.M. and continuing through 5:30 P.M. E.P.H. James Vice President of the Mutual Broadcasting System, has been elected General Chairman in charge of arrangements for the Clinic. A luncheon session, at which the annual TBA awards of Merit are to be presented, will highlight the day's activities.

Michael R. Hanna, Manager of WHCU, Ithaca, N. Y., a member of the National Association of Broadcasters' Board of Directors, has been named American delegate to a world-wide radio programming conference in Paris, Oct. 25, convoked by the United Nations Educational, Scientific and Cultural Organization.

The 1949 edition of the RCA Tube Department's perennial Tube Reference and Calendar Notebook, the radioman's vestpocket guide to essential tube data and all-around handbook, is now on the presses and will shortly be channeled to RCA Tube distributors for issuance to radio dealers and servicemen, engineers and technicians.

The 19th annual edition of this widely used notebook has been completely revised and expanded to include valuable television service data and new, up-to-date information on tubes and batteries.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

Founded in 1924

NATIONAL BROADCASTING CO. Inc.
LEGAL DEPARTMENT
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No. 1847

October 20, 1948

FCC (FEARING DEWEY WHACK?) DOESN'T STICK NECK OUT FOR TRUMAN

If the Democratic members of the Federal Communications Commission have exerted themselves unduly in behalf of President Truman in the latter's desperate fight for re-election apparently no one around the Commission has heard of it. Many high administration officials have gone on the stump for the President but the members of the FCC having at their beck and call the world's greatest radio networks, television, etc. have been conspicuous by their silence. It might be argued that it would be taking an advantage if the Commission Democrats availed themselves of these facilities. Correct, unless the time were paid for the same as any other political time in which case the Republican members of the FCC or anyone else representing the party would have an equal opportunity to reply. That's the law.

Nevertheless a request from any member of the FCC doesn't usually go unheeded by the radio people.

Even a comparative newcomer such as Paul Hoffman, Economic Cooperation Administrator, has been called upon to help Mr. Truman and former Secretary of State Cordell Hull has been asked to do what he can from his sick bed at the Naval Hospital in Washington but nothing has been heard from the powerful voice of the FCC a whisper from which has been known to make broadcasters tremble from coast to coast.

Wayne Coy, erstwhile Indiana New Dealer has been delivering plenty of speeches lately - probably more than any other FCC Chairman - but all have been non-political. He hasn't said a thing that would get him into trouble with Governor Dewey. From Miss Frieda Hennock, the first woman Commissioner, understood to be a purely political New York Democratic appointee, there hasn't been a peep except to tell some business women how much she had to learn about her new job. A looker, Miss Hennock would seem to be made to order to woo the women voters.

What Governor Dewey, if elected, may do, if anything, about the FCC is not known any more than what Dewey would do about anything else. One writer travelling on the Dewey train says that no one on earth, including the candidate himself, knows what the New York Governor would do if he got into the White House. Another writer said what Dewey did in Albany should be a clue as to what he would do as President. Answering this, the writer said Dewey did not fire a single Civil Service employee for political reasons and he did not launch into a wide scale dismissal of Democratic officials.

In direct contradiction to this, still another writer on the Dewey train, declared that Dewey promised to bring about "the biggest and best housecleaning this Government has had in 160 years."

You can take your choice of any of these predictions. Wayne Coy is reported to be ready to hand in his resignation if Governor Dewey gets in.

The following list shows the political affiliation of the Commissioners and the time they have yet to serve:

F.C.Commissioner		Term Expires
Chairman Coy	(D)	June 30, 1951
Hyde	(R)	" " 1952
Webster	(Independent)	" " 1949
Walker	(D)	" " 1953
Sterling	(R)	" " 1950
Jones	(R)	" " 1954
Miss Hennock	(D)	" " 1955

One name which has already been mentioned for a Commissionership if Dewey is elected, is that of Thad Brown, Jr., a young lawyer and a Republican. Mr. Brown is the son of a former FCC Commissioner whose widow is now a correspondent for an Ohio newspaper and a Republican National Committeewoman from the District of Columbia (Washington, D. C.), who is reported as standing high with Senator Taft and the Ohio Congressional delegation.

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NEW ZENITH TV SET REPORTED USING LOW, ULTRA HIGH FREQUENCIES

There is an answer to the Federal Communications Commission television freeze, according to a front-page story in the Washington Post Tuesday, which reads:

"Television receivers that will operate on low frequencies now in use and on ultra-high frequencies being considered for telecasting are already being produced by Zenith Radio Corporation, it was learned here Monday night.

"The new sets will be one manufacturer's answer to the freezing order which the Federal Communications Commission issued on September 30. While the Commission studies the allocation of frequencies to TV, no additional licenses are to be issued. No one knows whether the Commission, at the end of the freeze period, will authorize new channels for TV or continue the old ones.

"Zenith's new sets are made to operate in the 54-216 megacycle band now in use, and in the 475-890 megacycle band being considered for TV. J. E. Brown, Assistant Vice President and Chief Engineer for Zenith told the Commission on September 20 that his company had designed and was now producing for sale the new receivers. He said the price would be 'strictly competitive'.

"Announcement of the new receivers will be made on November 18 and sets will start moving to distributors by that date, it was learned Monday. Exact price of the table and console models could not be learned. Nor are any figures available on the volume of production the corporation will reach.

"Eugene F. MacDonald, Jr., President of Zenith, would make no comment on the new receivers beyond quoting Brown's testimony

before the Commission. 'He was telling the truth', the manufacturer said.

"Existing television receivers can be modified so as to receive ultra high frequency signals by 'converters' some manufacturers told the FCC during the 'freeze' hearings. The efficiency of the 'converters' was debated by witnesses. RCA is known to have constructed converters for demonstration purposes but does not have any in commercial production. Dumont spokesmen said Monday that this company had neither converters or high-frequency receivers in production.

"The freezing order, so far, has had little influence on the radio trade. TV manufacturers have continued to operate at full production and generally have found it difficult to supply demand.

"Only 12 channels can be fitted into the entire spectrum space now available to TV. The ultra high frequency field would provide some 69 more 6-megacycle channels if it were all made available for commercial television."

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NOTABLES AT WASHINGTON TELEVISION CORNER-STONE LAYING

The cornerstone was laid for still another Washington, D.C. television station last week - WOIC-TV, the outlet of Bamberger & Company.

Wayne Coy, Chairman of the Federal Communications Commission acted as master of the trowel, assisted by Eugene S. Thomas, General Manager of the station. Mr. Thomas, a former Washingtonian, began his radio work in the Capital with Atwater Kent and at that time was associated with William D. Hassett, secretary to Presidents Roosevelt and Truman.

Mr. Coy was assisted in the ceremonies by Maj. Gen. U. S. Grant III, Chairman of the National Capital Park and Planning Commission; George Kindley, President of the Sales Executives Club of Washington; Theodore C. Streibert, President of Bamberger; Eugene S. Thomas, General Manager of WOIC; J. R. Poppele, Vice President of Bamberger, and District of Columbia officials.

WOIC will be a member of Columbia Broadcasting System's television network as well as Washington key of Mutual. With Bamberger's WOR-TV, New York, also under construction, it will form the nucleus of Mutual's Eastern regional network. It is slated to begin operations in January, on Channel 9.

Before the cornerstone ceremonies, Treasury Secretary John W. Snyder and other civic and national leaders welcomed WOIC to the Capital during a luncheon at Mayflower Hotel.

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WAGA-TV, FORT INDUSTRY, CBS, ATLANTA, ADVANCES DEBUT TO OCT. 24

Broadcast debut of WAGA-TV, Fort Industry Company, television station in Atlanta, Ga., signed last month by the Columbia Broadcasting System as a primary affiliate for its Television Network, has been advanced to Sunday, October 24.

George B. Storer, President of Fort Industry, which owns and operates the Atlanta station, this week informed Herbert V. Akerberg, CBS Vice President in Charge of Station Relations, that construction work on the WAGA-TV plant had progressed so rapidly that the original estimated opening date of December 1 had been advanced five weeks.

October 24 thus becomes a twin opening day for Fort Industry stations linking into the steadily expanding CBS Television Network. As announced earlier, that also is the date on which WJBK-TV, also a Fort Industry station (formerly known as WTVO),in Detroit, Mich., also a CBS-TV primary affiliate, makes its broadcast debut.

Both openings will be celebrated with elaborate ceremonies. Prominent civic and industrial leaders and outstanding stars of the entertainment world will join CBS executives in welcoming the two stations to the network.

WSPD-TV, a third Fort Industry station to sign last month as a CBS-TV affiliate, last week signed a contract to receive the full sustaining service of the CBS Television Network. WSPD-TV, only video station in Toledo, joins CBS-TV on October 15.

The CBS Television Network now has outlets in 14 major markets throughout the country. In addition to Atlanta, Detroit, Toledo and Schenectady, the video network has affiliates in Boston, New Haven, New York, Philadelphia, Baltimore, Washington, Milwaukee, Cleveland, Houston and Los Angeles.

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RCA TO REVEAL ULTRAFAX PROGRESS AT CONGRESSIONAL LIBRARY

The Librarian of Congress in Washington, D. C., has sent invitations for the first public demonstration by the Radio Corporation of America of RCA Ultrafax, a new high speed radio-television communication system, tomorrow (Thursday) morning, October 21st.

The demonstration will be made in the Coolidge Auditorium of the Library.

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WQXR, WQXR-FM TO BE HOUSED IN NEW N.Y. TIMES PLANT

Space has been provided in the new 11-story building of the New York Times on 44th Street off Broadway, adjoining the present Times building, 43rd Street. The new and old buildings have been joined throughout.

Regarding the new building, Arthur Hays Sulzberger says in Editor & Publisher:

"No department was redone merely for the sake of redoing. New furniture was bought only when needed, but old desks, chairs, etc. are being repaired and refinished by our regular carpenters and painters. * * *

"The building has taken much too long to complete and cost far too much, but blame in that respect is not to be laid at the doors of the architects or builder. Working conditions in many of the building trades have been little short of scandalous and much of the added cost of construction can be laid to strikes, dawdling and feather bedding.

"But despite it all, we've got a great plant in the heart of the Times Square district."

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EDUCATORS' RADIO GUIDE ISSUED BY OFFICE OF EDUCATION AND RMA

To help improve the use of radio in schools throughout the United States, a joint committee of educators and manufacturers last week released a set of standards to guide school administrators in selecting appropriate radio equipment. "Classroom Radio Receivers" - a 40-page brochure published by the Radio Manufacturers' Association in cooperation with the Office of Education, Federal Security Agency - is available without charge from the Radio Manufacturers' Association, 1317 F Street, N.W., Washington, D. C., or the Radio Section of the Office of Education, Federal Security Agency.

In an explanatory foreword to the booklet, the joint committee states: "The classroom radio receiver serves many purposes. It is the rural student's airway path to recognized centers of urban learning, and it is equally the city student's opportunity to learn from his rural neighbor. The radio is more than a device for equalizing educational opportunity. It offers advantages to all students in the enrichment and vitalizing of instruction."

School authorities, confronted with the problem of selecting suitable classroom radio receivers, the Committee advises, should analyze four factors: first, the educational objectives of classroom audio activities; second, the specific broadcast programs that are or will be available for classroom use; third, the method of transmission (FM, AM, and shortwave) offering the desired programs; and, finally, the type of classroom radio receivers needed to tune these programs.

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A. T. & T. PROPOSES RADIO-TELEPHONE PLAN

The American Telephone & Telegraph Company recommended last week that a large portion of radio-telephone service be brought into the Nation's regular telephone systems.

The recommendation was made to the Federal Communications Commission by T. Brooke Price of New York, the company's General Counsel. His argument, in substance, was this:

A telephone is a telephone whether it employs wires or radio.

A radio-telephone should be looked upon, therefore, as a regular telephone.

The Nation has found that the best way to provide telephone service is through Government-regulated public utility telephone companies. Therefore, there will be more efficient use of radio frequencies, more people will be served and there will be better service if radio-telephone is operated through telephone companies than through scores of hundreds of private users.

The A. T. & T. proposal is contrary to that of numerous private companies which are seeking use of short-wave radio in businesses. It is also contrary to the Commission's proposed allocations of certain short-wave (high frequency) channels.

Mr. Price did not recommend that telephone companies take over all such radio communication. Certain groups have been set aside by the Commission for special treatment - such as police and fire departments, power and petroleum companies and timber cutting firms.

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WASHINGTON CO-OP FM OPENS; CLAIMS TO BE COUNTRY'S FIRST

Claimed to be the nation's first FM co-operative station, WCFM, advertising that "it's owned by 40,000 Washingtonians", will be opened in Washington, D. C. this (Wednesday, October 20) afternoon. Tonight some 500 citizens will mark the station's inauguration with a banquet in Hotel Washington. Speakers will include Sumner Welles, former Undersecretary of State; Thurman Arnold, former judge of the U. S. Court of Appeals; Marquis W. Childs, newspaper columnist, and Mrs. Raymond Clapper, author and wife of the late columnist.

A frequency modulation station operated by the Co-operative Broadcasting Association, a consumer cooperative, it will broadcast with a power of 20,000 watts on a frequency of 99.5 megacycles. Helmuth F. Kern, General Manager, said nine organizations representing some 40,000 persons hold the common stock while there are 2000 holders of preferred shares. The station has a transmitter in West Falls Church, Va.

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FCC'S AUTHORITY QUESTIONED IN "GIVEAWAY" PROGRAMS

Radio's "give-away" programshad their first day in court yesterday (Tuesday). The Federal Communications Commission called the one-day hearing so that the men behind the "something for nothing" shows could tell why they thought their programs are not lotteries. The FCC believes many of them are, and it has proposed a set of rules which, if put into effect, would ban a large number from the air, those for and against the money.

Spokesmen for the radio industry argued that the FCC would be "usurping authority" if it eliminates such radio shows, and also contended that the FCC lacks the authority to issue the proposed rules. It was also felt that proposed Government action benning "giveaway" programs would violate constitutional guarantees of free speech.

All of the attorneys representing the broadcasting industry with the exception of Paul A. Porter, former FCC Chairman, who was representing the Maryland Broadcasting Company, operators of Station WITH in Baltimore, were unanimous in their opposition to the FCC carrying out its proposed rules and regulations.

Don Petty, General Counsel of the National Association of Broadcasters, said:

"If the Commission makes these proposed rules final, the refusal of an application or the revocation of a license pursuant thereto will in effect constitute the infliction of punishment without a judicial trial. The proposed rules declare that certain conduct is criminal and that licensees engaging in such conduct are guilty of crime. The denial of a license is the punishment inflicted. Since Congress could not enact legislation accomplishing that result, clearly the Commission, exercising delegated functions, cannot inflict such punishment."

Bruce Bromley, representing the American Broadcasting Company, asserted that the FCC has no power to adopt rules defining such contest programs as "Stop the Music" and "Mr. Hush" as lotteries. He said that if the Commission adopts its proposed rules aimed at the "giveaway" programs, broadcasters would be subject to standards different from those applicable to newspapers, magazines and other users of the mails.

Mr. Bromley declared the rules would "constitute a restraint upon radio program material and an impairment of the freedom of speech." He contended that the Postmaster General was the authority to define lotteries and to prohibit the use of the mails to persons conducting them. He remarked:

"In the last analysis, the question of whether a particular type of radio program shall continue to be broadcast in this country is for the listening public to decide, as it has consistently decided in the past.

The ABC representative compared the popular program "Stop the Music" with a spelling bee. He said:

"It can't be denied that chance plays a part in a spelling bee and 'Stop the Music' but predominantly they're both dependent on skill and knowledge."

FCC Chairman Wayne Coy commented:

"It seems to me that the only skill and knowledge required is the ability of a person to read. In the last several contests, the mystery tune was published in newspapers and given on the air by commentators which would seem to eliminate any great skill or knowledge."

Mr. Porter, in his testimony, told the Commissioners they were doing the right thing in moving to check this "cancerous growth on American broadcasting."

"Failure to act", he said, "is an invitation to shoot the works. If the Commission doesn't act, I can envision a program called 'you ain't seen nothing yet'."

The Commission, he declared, not only had the power to act but he said he feared that if the FCC is "intimidated by the legal arguments" of the counsel present, many radio stations would be forced by competitive pressure to put on give-aways. He urged the Commission to issue the rules so that a court test might be had of the FCC's authority.

Julius Brauner, attorney for the Columbia Broadcasting System, said that if the FCC felt a particular program was illegal, it should complain to the Justice Department.

Gustav B. Margraf, counsel for the National Broadcasting Company, Inc., also questioned the FCC's authority in this case but urged it to make up its mind as swiftly as possible "because broadcasters are at a loss as to which way to proceed."

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NO BAIL FOR "TOKYO ROSE"

Mrs. Iva Toguri D'Aquino, American-born Japanese awaiting trial on charges of treason, failed to obtain bail in Federal Court in San Francisco last week.

In an extraordinary ruling, the court held that Mrs. D'Aquino, known as "Tokyo Rose", must remain in custody but not in jail. Judge Louis E. Goodman ordered the Federal Attorney to find "a suitable place" for her confinement "regardless of expense" so that she would be readily available to interview witnesses and could prepare her defense.

In demanding bail, her attorney cited precedent and told the court that Jefferson Davis, President of the Confederate States, had been admitted to bail pending trial.

The prosecutor argued that, once free on bail, a defendant in a treason case might find sanctuary in any foreign country. The United States, he said, has no treaties for extradition of persons accused of treason.

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WJBK, DETROIT, STORER-RYAN HOOKUP WITH DETROIT NEWS BROADCASTS

A public service for Detroiters is being launched this week by radio station WJBK and The Detroit Times. Recapitulations of the latest world-wide and local news, broadcast every hour on-the-hour, bring Detroiters the greatest series of up-to-minute newscasts heard in the motor city area.

An especially constructed broadcasting booth, located in the Editorial Department of the Times, directly adjacent to the city room, is the point of origin for all Detroit Times-WJBK newscasts. This dramatic new setting brings listeners directly to the busy newspaper scene where the great stories of the day are handled for publication in the Times.

In a joint statement, William E. Anderman, publisher of the Times, and George B. Storer, President of The Fort Industry Company, owners and operators of Station WJBK, said: "This service, we believe, will be a great convenience to the readers of The Detroit Times and the listeners of WJBK, as well as Detroiters in general. It will offer authentic, unbiased news from the wires of the Associated Press and United Press, as well as the Times editorial staff, at regular, dependable periods. In addition to these regular news broadcasts, it is our intention jointly to provide adequate coverage and support of all local events. We urge Detroiters to avail themselves of this up-to-minute service."

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RUSSIA ALSO GETTING BUSY MAKING RADIO, TELEVISION SETS

The Moscow (U.S.S.R.) radio works is now shipping "Moskvich T" television sets to various points in the domestic market. It is reported to the U. S. Commerce Department that 9,000 sets will be produced during 1948. The sets are already on sale in the state-operated electrical-equipment stores.

The Kiev radio plant has begun mass producation of the "Volna" receiver. The set is enclosed in a plastic case and can pick up all the broadcasts from the Ukraine and Moscow. The plant has undertaken to produce 40,000 of these receivers by October 31. The Kiev radio factory also has begun production of the Volna crystal receiving set for rural areas. The factory has reportedly produced 2,000 sets, and by the end of the year 40,000 sets will be shipped to Ukrainian villages.

The factory and state-farm central receiver system is being expanded during 1948. A total of 20,000 new receivers will be established in the city of Moscow and the remainder in the rural areas of the Moscow Province.

A miniature radio attracted considerable attention at the All-Union Exhibition of Radio Amateur Work, which was held recently in the House of Engineers and Technicians. This four-tube set can receive long- and short-wave broadcasts and is so small that it fits almost completely in the palm of the hand.

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SEN. JOHNSON, COLO., IN HOT FIGHT; RADIO HEAD IF RE-ELECTED

U. S. Senator E. C. Johnson, of Colorado, who if re-elected and the Senate should be Democratic might head the Senate Interstate Commerce (Radio and Communications) Committee, is in the hottest fight of his life. Whether or not he comes back might determine whether the Senate will be Democratic or Republican.

Palmer Hoyt, publisher of the Denver Post, recently had this to say of Johnson.

"Senator Ed C. Johnson of Colorado is one of the last of the hardshell, prewar isolationists to survive into the postwar era. In this age he is almost as out of place as a mastodon. But in Tuesday's primary election Colorado Democrats gave him one of the most overwhelming victories of his 26 years in politics. "Big Ed" carried every one of the State's 63 counties.

"Does this prove that Colorado indorses the Johnson record of obstinate foot-dragging against the present bipartisan policies of internationalism?

"Some may rush to this conclusion without reckoning the personal and other factors in Johnson's campaign for renomination. There is a significant comparison to make between Big Ed Johnson and his fellow isolationish, the former Senator Burton K. Wheeler, whom Montana repudiated in 1946.

"It would be mistaken to judge from Johnson's victory that Colorado is more lastingly isolationist than Montana. For there is one sharp difference between the two men. When Wheeler was thrown aside by Montana Democrats, it was not on the isolationist issue alone. More important was the fact that Wheeler had become a stranger to the people of his own State. That certainly is not true of Colorado's Johnson.

"Ed Johnson is what may be termed a 'personal politician'. Hs is probably more widely known and more personally popular than any political figure in Colorado history. He works hard at it. There is not a crossroads in the State which hasnot heard Big Ed's friendly voice and felt the grip of his massive handshake.

"It is doubtful that any member of Congress can surpass him in volume of personal correspondence mostly handwritten in his own fine penmanship. Big Ed has worked hard for his constituents. Even those who are alarmed at his stubborn isolationism will give him credit for that. On domestic matters of particular interest to Colorado - farm and labor policy, reclamation and regional development - he is generally regarded as a good servant.

"Colorado, basically, is agrarian and conservative in its outlook. It is by inner nature Republican. While its neighbor States of the Rocky Mountain empire for the most part voted for Roosevelt four times running, Colorado went for Willkie in 1940 and for Dewey in 1944.

"But that did not keep Coloradoans from reelecting Johnson against the strong Republican opposition of former Governor Ralph Carr in 1942. Johnson himself is the explanation for this anomaly. In outlook on domestic issues, he is at least a "bipartisan" and at worst, as viewed by opponents in his own party, he is a "Republican running under the Democratic label." This accounts for Johnson's

tremendous personal following in Colorado and for the weakness shown by his primary opponent, Gene Cervi.

"The latter, an explosive and brilliant former newspaperman, was, in short 'too New Dealish" for Colorado Democrats. The foreign policy record of Ed Johnson was kept constantly to the fore during the primary campaign, not only by his Democratic opponent but by the two contenders for the Republican nomination as well.

"In all likelihood, Johnson's isolationism will be the key issue of the general election, since on domestic matters his position is largely indistinguishable from that of his Republican colleagues in the Senate.

"But Big Ed's opponents, especially those alarmed at his backward views on national security, recognize they are in for a hard pull. For Colorado, so far, has shown a willingness to forgive him his transgressions."

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RADIO CORPORATION SEEKS 1,000 TV WORKERS

Job orders for approximately 1,000 workers in the television field for installing and servicing have been obtained from the Radio Corporation of America by the Veterans Employment Service, it was announced last Sunday by Federal Security Administrator Oscar R. Ewing.

The workers will be recruited by local offices of the State employment services in cooperation with State Veterans Employment Service representatives for employment in connection with the installation and servicing of television sets, Mr. Ewing said.

Commenting on the RCA job order, Perry Faulkner, Chief of the Veterans Employment Service, said:

"The Veterans Employment Service has developed, through its Maryland representative, an order for a substantial number of veterans and other workers who will be hired over the next twelve months for employment throughout the Nation in RCA service shops. The order for workers has been placed with the United States Employment Service and cleared with the State employment services. It is important that veterans or other types of workers interested in these job openings should understand that not all openings are to be filled at this time. From time to time during the year as RCA is ready to recruit at its various installations, it will send representatives to contact local offices where recruitment is to be made. These representatives will work with the local office personnel and representatives of the Veterans Employment Service in filling local orders.

"The list of cities where the workers are to be employed includes New York City, Newark, N.J., Louisville, Ky., Washington, D.C., Providence, R.I., Miami, Fla., Albuquerque, N.M., Atlanta, Ga., Bloomington, Ill., St. Louis, Mo., Memphis, Tenn., Columbus, Ohio, Charlotte, N.C., Dallas, Texas, Indianapolis, Ind., Lancaster, Pa., Omaha, Neb., Toledo, Ohio, Wilmington, Del., and Seattle, Wash.

"Veterans with experience in radio, electronics and related fields, or qualified for clerical work, will receive first consideration."

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NBC NEW PRACTICE STANDARDS DEFINE POLITICAL POLICY

In a booklet just published, authored by Ken R. Dyke, Vice-President, entitled "Responsibility - A Working Manual of NBC Program Policies", newly adopted standards of practice, the following appears regarding politics:

"NBC seeks to have presented to the radio public the various sides of political issues, and to have them presented fairly and adequately.

"Political news is handled with complete impartiality. When NBC facilities are used for political speeches on behalf of a legally qualified candidate for public office, equal opportunity in the use of such facilities is afforded to all other candidates for the same office.

"Groups or organizations seeking to purchase time for broadcast in support of a candidate must give assurance that the candidate or his campaign manager has no objection to receiving support from the purchaser.

"Under the law, NBC may not and does not censor scripts of broadcasts by political candidates on the ground that they contain defamatory or other actionable material. If the script contains such material, that fact is called to the attention of the speaker, who is warned that it is broadcast at his own risk.

"All sponsored political broadcasts are clearly identified as such and the name of the purchaser of the time as well as the name of the candidate is announced before and after each sponsored broadcast. NBC does not endorse any political candidate, platform or party. It does not permit sponsors of political broadcasts to put partisan speeches into the mouths of NBC announcers and it exercises every precaution to avoid introductions by NBC announcers which might appear to identify NBC with views expressed in political broadcasts."

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5 BALTIMORE RADIO STATIONS ARE CHARGED WITH CONTEMPT

Detailed charges were filed last week against five radio stations and a commentator cited for contempt of court for their handling of news about a murder case.

The newspapers also revealed that the action is based on the general powers of the courts as well as Baltimore's unique code which prohibits the publication of many details before a criminal case comes up for trial.

Complete transcripts of the broadcasts on the murder case were filed by J. Bernard Wells, the State's attorney. They were about the arrest of Eugene James, a Negro janitor who since had been convicted of first-degree murder in the knife-slaying of an 11-year-old white girl on July 6. (James is also under indictment at Washington for a similar knife-slaying of 11-year-old Carol Bardwell June 27.)

Each reference in the transcripts to James' past criminal record and to the fact he had given a statement of confession to police was underlined by the prosecutor.

He said the underscored portions are considered contempt of court, and:

"The contempt proceedings are based on Rule 904 of the rules of the Supreme Bench of Baltimore City.

"The said proceedings also are based on the general power and authority of the courts to issue citations for contempts for the protection of a prisoner's right to a fair trial."

Baltimore's Rule 904 is the special code which sets out what may not be published about a crime. It wasformulated in 1939.

In other jurisdictions, the courts rely on their general contempt powers and usually take action only when publication of details flagrantly jeopardizes a fair trial.

The Supreme Court of the United States has ruled there must be "a clear and present danger" of such prejudice.

Defendants are Stations WITH, WFBR, WCBM, WBAL, WSID and James P. Connolly, news editor of WITH. WSID, which is outside the city limits, has challenged the court's jurisdiction.

Steps have been taken to have the Maryland Court of Appeals adopt Rule 904 as a code for the whole State. The Maryland Press Association and several individual newspapers have made plans to oppose this, arguing it violates the freedom of the press.

The American Association of Broadcasters and the American Newspaper Publishers' Association have entered the case against the broadcasters asinterested parties.

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BOB KINTNER, ABC, CHAIRMAN OF TBA AWARDS COMMITTEE

Robert E. Kintner, Executive Vice President of the American Broadcasting Company, and a Director of the Television Broadcasters' Association, has been named Chairman of the TBA Awards Committee for 1948.

Awards of Merit for outstanding contributions toward the development of commercial television will be presented again this year by the TBA. The presentations will be made at a luncheon session highlighting the annual television clinic of TBA, scheduled to be held at the Waldorf-Astoria Hotel in New York City on Wednesday, December 8.

The television clinic, a one-day session, will be held in conjunction with the annual meeting of the Association. E.P.H. James, Vice-President of the Mutual Broadcasting System, is General Chairman of arrangements for the clinic.

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SCISSORS AND PASTE

ABC's Reported $9,000,000 Stock Intake
("Variety")

Over and above the paying off of bank loans, Ed Noble's ABC operation has realized upwards of $9,000,000 from the recent floating of its stock issue. Most of the coin, of course, is being poured into television, it being estimated that the coast-to-coast ABC video operation will entail an expenditure of about $8,000,000. Contrary to reports that ABC has been obliged to dig into its surplus to get its TV enterprises rolling, network execs say that's not the case; that the stock issue is carrying the full freight.

Latest chunk of ABC coin for television ($350,000) has just been turned over to Warner Bros. for the acquisition of its old Vitagraph studios in Hollywood, with the web ear-marking a good percentage of its coin for its L.A.-Frisco TV operations, which will be linked by co-axial cable by the end of the year.

ABC will also be ready to move its whole N.Y. tele operation into its new 66th Street hdqs. by Nov. 1, web execs revealed last week.

It's estimated that Noble's ABC setup today - AM, FM, TV - has a valuation of about $20,000,000.

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The "Juicy" Appointment Of FCC Commissioner Jones
(Drew Pearson)

President Truman spoke sorrowfully about how the Republicans gutted Western reclamation projects at the last Congress - which they most certainly did. But he didn't remind the people that he rewarded the chief GOP enemy of reclamation - Congressman Robert Jones of Lima, Ohio - with a juicy appointment to the Federal Communications Commission.

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Says Paul Porter!
(Eddie Folliard in "Washington Post")

Governor Dwewy has always been confident since he got the Republican presidential nomination. He has been in the position of a man who, in former FCC Chairman Paul Porter's words, could only lose by snatching defeat from the jaws of victory. Now he thinks he can see anywhere from 300 to 350 electoral votes, far more than the 266 needed to win.

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Lew Weiss Sprots A Portable TV Set
("Variety")

MBS-Don Lee topper returned to the Coast tickled pink with a $99 portable TV set given him by Jack Straus of Macy's and WOR.

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Irked Ickes Announces Radio Talk
(By Harold L. Ickes)

(The following dispatch in mimeographed form was delivered to newspaper and press association offices in Washington over the weekend)

Memorandum for the gentlemen of the great American press - and their colleagues, the radio reporters:

Thursday night I made a speech about Thomas Elusive Dewey. I think that it was a good speech. You should have heard it. Among other things it had singing in it, a few remarks about my frustrated attempts to catch the elusive one's eye, a few questions on specific issues which I hoped the candidate in sneakers might get around to answering some time after he got through the cheer-leading "Team" "Team" "Team" duties! It had everything in it but dancing.

Friday morning I looked in vain through some of the great American press to find any mention of it. There was hardly any. I was not surprised.

I have reason to believe that there are certain segments of the American people who like to hear what I have to say about this campaign. I come to this conclusion from my mail, telegrams and telephone calls.

The great American press, except in rare instances, failed to mention sufficiently ahead of time that I was speaking on Thursday night. I am sure that there are all sorts of explanations for this.

The purpose of this memorandum is to inform you that I am speaking in Great Falls, Mont., on Friday evening, October 22, at 10:30 P.M., EST, over more than 400 stations of the Mutual Broadcasting System - again on the subject of Mr. Dewey.

Would you, therefore, be kind enough to convey this news to the radio editors of your newspapers?

Frankly, I do not expect you to cover the speech or to reprint its substance in your columns the following day. Long public experience has convinced me of the mundane judiciousness of the press during election years. Long experience has also convinced me - pleasantly - that these calculations never have the slightest effect on the final results.

I am thanking you in advance for notifying your radio columns. I do not expect anything else. Should I receive anything else, I would be overcome with shock.

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Dixiecrats Fighting Truman By Helping Sen. Ball's Radio Time
(Drew Pearson)

The Dixiecrats are secretly pouring money into Republican Senator Joe Ball's desperate campaign for re-election in Minnesota. The offer was made over the phone to Ball's office. Among other things it was suggested that the Dixiecrats quietly pay the extra charges to relay Mutual network's "Meet the Press" broadcast next Friday over a State-wide hookup of independent Minnesota radio stations. Ball is appearing on the program.

Reason for the Dixiecrats' support of Ball is that his Democratic opponent is Hubert Humphrey, Mayor of Minneapolis, who led the fight for civil rights at the Democratic Convention in Philadelphia.

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TRADE NOTES

Gardner Cowles, President of the Des Moines Register and Tribune, and Cowles Broadcasting Company, has been chosen as Chairman of a subcommittee of the Committee of Economic Development, to study the subject, "Controls versus Prices for Allocating Resources in a Defense Economy". The policy statement will investigate the extent to which in the event of sharply increased defense expenditures we should rely on fiscal and monetary measures with free prices, versus direct controls, to channel resources to their most efficient uses.

The Columbia Broadcasting System announced Tuesday the signing of its 15th television network affiliate, Station KRSC-TV of Seattle. The station is expected to go on the air in late November or early December and will receive CBS programs on film recordings until network connections to the Pacific Coast are available.

At the Federal Communications Commission, there is speculation that Ray C. Wakefield will be reappointed to the Commission if the Republicans win the election. Wakefield, who was turned down for reappointment by President Truman, is a close friend of Governor Warren, the GOP vice presidential nominee.

Radio-receiving licenses in effect in the United Kingdom as of June 30, 1948, according to the U. S. Department of Commerce, numbered 11,320,996, of which 53,846 were for television. All of the television sets, as well as the majority of the other sets, were in England.

Admiral Corporation and Subsidiaries - Nine months to Sept. 30: Net earnings $2,037,786 on sales of $42,514,509, compared with $1,185,449 and $32,669,223, respectively, last year. September quarter: Record net, earnings of $800,489, equal to 89cents a common share, compared with $330,993 or 37 cents a share for third quarter of 1947; net sales $15,128,165, against $11,120,436.

Applications are now being accepted for research grants under the $1,000,000 General Electric Education Fund for the scholastic year of 1949-1950.

For the 25th consecutive year, aid in grants up to $1,500 annually will be awarded to college graduates who wish to continue individual study and research in scientific and industrial fields, W. W. Trench, Chairman of the G-E Education Committee, said.

The British Broadcasting Corporation decided in July, 1947, to form an annual lectureship, to be known as "The Sir John Reith Lectures", in honor of its first Director General. An acknowledged authority was each year to be invited to undertake some study or original research and to give listeners the results of this in half a dozen lectures.

It is now announced that the BBC has appointed a small panel of advisers to assist the Corporation in the selection of the speaker and subject for the Reith Lectures.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

Founded in 1924

NATIONAL BROADCASTING CO. Inc.
LEGAL DEPARTMENT
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No. 1848

MKP 3

October 27, 1948

NO BIG RADIO LIBEL SUITS YET; CAMPAIGN CLOSING DAYS FEARED

Despite all of the advance talk about the possibility of slander on the air in the 1948 national election and the candidates now coming down the home stretch, none of the political parties has been involved in a radio libel suit. However, the candidates are becoming more personal and the broadcasters despite recent assurances from the Federal Communications Commission still have their fingers crossed fearing that in the closing days of the campaign, increasing heat may still yield trouble.

Apparently also anticipating this, Governor Dewey has warned the Republicans against vituperation and abuse in the closing days of the contest. He asked his followers not to respond in kind if the Democrats should get off the reservation. On the other hand, Presi- Truman personally requested the Democratic National Committee to refrain from making campaign fodder of Governor Dewey's draft deferment during World War II. There were those who believed that actress Tallulah Bankhead, introducing the President, on a surprise broadcast arranged by the latter, was pretty close to libel in the personalities she indulged in about Governor Dewey. The program was sponsored by the International Garment Workers Union as one of a series of political offerings which the union is putting on the air with the more than $500,000 it has raised to help the Truman-Barkley ticket.

A ganging up on Henry Wallace by Chairman Wayne Coy and two former FCC Chairmen, James L. Fly and Paul Porter, was revealed this week in a paid advertisement signed by a bout three dozen persons who held New Deal positions or were closely associated with President Roosevelt. Commentator Elmer Davis was another signer.

The Republican senatorial campaign committee reported that the largest amount sent to any one State was $19,500 for Colorado where William F. Nicholson seeks to unseat Senator Edwin C. Johnson, who, if re-elected and the Democrats gain control of the Senate, might be the Chairman of the Committee in the upper body passing on radio legislation, successor to Sen. Wallace White.

"Reelection of United States Senator Ed C. Johnson to a third term appeared to be almost a certainty", the Washington Post Colorado correspondent predicted last Saturday. "Even Republican leaders privately admit that only a tremendous GOP sweep of Colorado could elect Johnson's Republican opponent, William F. Nicholson, a World War II veteran.

"As in past elections, polls show Johnson will receive considerable Republican support in Republican strongholds, such as northern Colorado. This strange situation has always contributed to his political success.

"Johnson is a political individualist and has been at odds with New Deal actions of the Democratic Party for years. This time he actually campaigned on a bipartisan basis. In the early stages of the campaign, he shocked old-line Democrats by predicting a Republican presidential victory.

"Senator Johnson has never been defeated in his 20-year political career, in which he has served in the State Legislature, as Lieutenant Governor, twice as Governor and twice as United States Senator."

The New York Times correspondent telegraphed:

"Senator Edwin C. Johnson, Democrat, is almost certain of re-election over Will F. Nicholson, his Republican opponent. Some observers are predicting Senator Johnson's re-election by 30,000 to 100,000."

Mayor O'Dwyer made a personal appeal to members of the Federal Communications Commission at the Radio Executives Club luncheon in New York last week, to reverse their ban on granting the city's station, WNYC, special permission to broadcast returns on election night.

"We're in terrible trouble at the NewYork Municipal station WNYC. We want you to let us broadcast the election returns as we have the last twenty-four years. We've got to, if we can, broadcast the election.

"We don't want people to go to bed thinking they've been elected and then find out that they're not."

The FCC advised WNYC several weeks ago that it could not have permission on election night to stay on the air past its usual sign-off time, which is 10 P.M. The Commission explained such permission would violate a new FCC policy designed to curb interference between stations. The New York polls will close at 9 P.M., making it impossible for WNYC to report any final returns.

In case of a tie in the Senate between the Democrats and the Republicans, it was pointed out that key figures in breaking it might be the "Radio Cowboy" Senator Glen Taylor, of Idaho, Wallace's running mate, and Senator William Langer of North Dakota.

The Federal Communications Commission last week ruled that the legal requirement of equal opportunity on the air for political candidates applied only to those who were candidates for the same office in the same election.

Time allotments on the same basis to contendents in general as in primary elections was not obligatory, the Commission held, such campaigns being separate and distinct, contests.

"Elementary principles of fairness" might dictate that a station which had afforded considerable time during the primary to a party candidate for nomination should make a "reasonable amount of time" available to other candidates for that office in the general election, the Commission stated.

It added, however, that "no general rule can be laid down on this matter and the licensee's responsibility to make such time available under its obligation to serve the public interest in a fair

and impartial manner will obviously depend on the facts of the particular case."

The Commission held unjustified the charges of discrimination filed by the Rev. Sam Morris, Texas Prohibition party candidate for the United States Senate, against stations KRLD of Dallas, and KWFT of Wichita Falls, Tex.

Mr. Morris petitioned for the same facilities in the general election as had been afforded George Peddy, unsuccessful Democratic party candidate in the primary.

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RUSSIANS SECRETLY ATTEMPT TO BUY ULTRAFAX

A sensational development in connection with the introduction in Washington la st week of Ultrafax, the new system of television communications capable of transmitting and receiving written or printed messages and documents at the rate of a million words a minute was that the Russian government had already tried to buy it.

The Russians, U. S. defense officials in the Capital said, approached the Radio Corporation of America with a request for authorization to set up an Ultrafax system in the Soviet Union, but RCA rejected the request for reasons of security.

Defense Secretary James Forrestal suggested in a letter to Brig.Gen. David Sarnoff, President of RCA, that Ultrafax in wartime might improve "transmission of information to and from the commanders in combat areas."

The Navy and the Army Signal Corps are investigating application of Ultrafax to military communications.

Among the possible developments which General Sarnoff, speaking at the Washington demonstration of Ultrafax foresaw, were:

1. The exchange of international television programs achieved on a transoceanic basis.

2. A service of television and Ultrafax by which the same receiving set would bring various types of publications into the home, or a newspaper for that matter, without interrupting the program being viewed.

3. A system of world-wide military communications for this country, scrambled to the needs of secrecy, which with ten transmitters could carry in sixty seconds the peak load of message traffic cleared from the Pentagon Building in twenty-four hours during the height of World War II.

4. The establishment of great newspapers as national institutions, by instantaneous transmission and reception of complete editions into every home equipped with a television set.

5. The transmission of a full-length motion picture from a single negative in the production studio simultaneously to the screens of thousands of motion picture theatres throughout the country.

6. The possibility of a new radio-mail system with the vast pickup and delivery services of the Post Office Department.

Representatives of the United States Armed Forces, Government agencies, industry and the press witnessed the introduction of this advanced communications system.

The Ultrafax system, RCA engineers reported, combines the elements of television with the latest techniques in radio-relaying and high-speed photography. The system is a development of RCA Laboratories, in cooperation with the Eastman Kodak Company and the National Broadcasting Company. Engineers stated that the radio-television-photography combination forms the basis for a system of graphic communication which can be extended from city to city across the nation.

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COSGROVE, CROSLEY, SEES TELEVISION HIRING 1,000,000 BY 1953

Five years from now, television will be giving employment to one million persons and will have injected eight billion dollars into America's economic bloodstream, R. C. Cosgrove, predicted last Monday.

The Executive Vice President of the AVCO Manufacturing Corp., Director of the Crosley Broadcasting Corp., told 800 business executives attending the twentieth annual Boston Conference on Distribution:

"In the past 12 months, television has grown faster than any other major industry ever to appear on the American horizon.

"By 1951, annual receiver production can be expected to reach two million units, and be going up.

"By 1953, the total sets in use may be more than 12 million, with some 50 million persons in television's day-to-day audience.

"By 1958, the number of sets can be at least 40 million, with the total regular audience at 100 million."

Mr. Cosgrove said television "will profoundly affect the economic habits of almost all the Nation's population above the subsistence level."

In five years also, the distributors were told, 400 television stations will be on the air in 140 cities.

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RCA USES RADIO SHOWMANSHIP TO DEMONSTRATE AMAZING ULTRAFAX

Not falling into the old rut of having well intentioned scientists put an audience to sleep with a dry technical and long drawn out explanation of some new and marvelous invention, the Radio Corporation of America last week offered an entirely different technique in staging the amazing "million-word-a-minute" Ultrafax exhibition for high government officials at the Library of Congress in Washington. Oddly enough the "new technique" was simply in applying the things the RCA itself is best known for, the showmanship of radio and television.

Instead of having to listen to the long-haired scientists toss the kilocycles and magacycles around those who had the opportunity of attending were present at one of the most interesting and easy to understand demonstrations ever seen in the Nation's Capital.

This was due to the fact that the scripts for the show were written by the National Broadcasting Company's top flight writers and later delivered by ace NBC commentators. The dialogue was largely in question and answer form, brief, bright, and understandable. This dramatization was almost made necessary by the fact that exhibition was televised from Washington to viewers on the NBC East Coast Network.

Also due to the excellent manner in which the Radio Corporation of America Department of Information cooperated with the press, the event received was widely covered by the newspapers. The following editorial appeared in the New York Times:

"In the halls of the Library of Congress on Thursday men seated before one of our modern electronic-photographic marvels saw treasures from the library's archives projected on a large screen, after having arrived only a few seconds before through space at the speed of light by means of a new electronic marvel called 'Ultrafax.' Later this audience witnessed the prodigious feat of transmitting through space the entire 475,000-word text of the novel, 'Gone With the Wind.' A large clock on the stage ticked off two minutes and twenty-one seconds as page after page of the novel was flashed from a micro-wave transmitter three miles away.* * *

"In the case of 'Gone With the Wind', the entire novel was developed and printed on film in forty seconds. Actually, fifteen pages of the novel were sent and received each second. The system is said to be capable eventually of transmitting all sorts of matter, printed and written, at the tremendous speed of a million words a minute.

"Historians at the demonstration remembered that a little more than a hundred years ago the first demonstration of Samuel F. B. Morse's telegraph was put through itsinitial paces in Washington on almost the same spot where the Library of Congress now stands. The electronic world moves onward - and at a faster pace."

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COY KIDS FCC RED TAPE

Wayne Coy, Chairman of the Federal Communications Commission took time out last week to kid that august body, also the Radio Executives Club in New York. Addressing the Radio Executives, Chairman Coy said:

"I have finally made the grade. You may not know it but I have been trying for a long time to get a permit to come up here and speak to the Radio Executives Club.

"When I first applied, your President told me that the demand for speaking dates far exceeded the supply. He instructed me to file my application and qualifications in triplicate.

"He also instructed me to furnish a detailed analysis of my program plans. He said the club wanted a break-down as to what percentage of my talk would be factual, what percent fiction, what percent statistical, how many jokes I proposed to use, the approximate age of the jokes, etc.

"I immediately challenged the Club's jurisdiction over my speech content. I insisted that as long as I had the technical equipment, the Club could not consider my speech content. I had the equipment -- a fountain pen and a scratch pad. I said it was unwarranted arrogation of power. I said it was an abridgement of free speech. I said it was censorship. I said it was unconstitutional. I said it was tyranny.

"I asserted that I had a right to come up here, if I wanted to, and spend my allotted time reading the telephone book, or the Farmer's Almanac, or the Congressional Record, or the annual report of the New Zealand Sheepherders Association.

"But your President was adamant.

"So I had to file my program plans.

"Then he put me on the processing line -- at the bottom of the line.

"I challenged that.

"I kept telephoning and wiring him giving him seventeen reasons why I ought to be taken out of turn and put ahead of everybody else. I said it was red tape, high-handed, and illegal. I told him it sounded political to me.

"I said I was against anything political.

"I said I was perfectly willing to have the case handled on itsmerits but that I resented anything like political pressure unless I was the beneficiary.

"Then I telephoned my Senator and my Congressman.

"I asked them to put on the heat.

"Well, I waited what seemed an eternity until my application got to the top of the processing line.

"At that point I was thrown into a competitive hearing.

"When the proposed decision finally came, your verdict ruled in favor of my opponent on the grounds that he was a local speaker.

"But after the oral argument, I won out. I promised to live in New York.

"If anything I have just said is a reasonable facsimile of anything that any of you have written in a Brief filed before the Federal Communications Commission, you may consider it due to the laws of chance. I am sure I am talking to an audience that is fully informed as to all elements of chance. As a matter of fact, I doubt very much that I could have missed sounding like any of your Briefs because they have been so much alike on certain questions involving the Commission's jurisdiction.

"Really, I am terribly glad to be here. I suppose that is the reason I have put up with all of this arrogant exercise of power by Carl Haverlin. After all, you know I am a reformed radio executive myself. At least I held the title of Radio Executive. I was a Vice President like all of you. Consequently, I think I have some understanding of your lot in life."

Turning to the more serious portion of his address, Chairman Coy predicted that television's future revenue and audience would be gained largely at radio's expense.

Mr. Coy said he did not think television would destroy sound broadcasting. But, he declared, "broadcasters dare not bury their heads in the sand and sell themselves with the notion that television will get its economic support from advertising dollars heretofore spent in newspapers, magazines and billboards."

Sound broadcasting, he continued, will continue to be the main support of television for some time. But he said the practical problems seem to indicate that in time broadcasters will have to be either in radio or in television - not both. Otherwise, he said, they would find themselves operating two businesses competing with each other.

Mr. Coy, emphasizing he spoke as an individual, forecast a total of 1000 television stations in the next seven or eight years. But he said he doubted there ever would be as many television stations as there are radio stations now.

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TRUMAN REPORTED CUT OFF AIR BEFORE CHICAGO TALK ENDS

For the second time since he began his campaign, President Truman was cut off the air last Monday night before he had time to complete his broadcast.

Mr. Truman, speaking from the Chicago Stadium from 10 to 10:30 o'clock, was cut off about a minute and a half before he was due to end by both the Columbia and Mutual networks, according to a dispatch to the New York Times. Spokesmen for both networks said the reason was because the half-hour air time paid for by the Democratic National Committee had run out.

The spokesmen pointed out that the President was speaking as a political candidate and not as the country's Chief Executive.

The previous occasion was the President's speech on Oct. 6 from Convention Hall in Philadelphia. At that time the President had about 500 more words to deliver when a representative of the Democratic National Committee ordered the cut.

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NEWSPAPERS BAN PROGRAMS; LACK OF STATION CO-OP ALLEGED

The daily newspapers of Huntington, West Virginia, have suspended publication of radio logs because, a spokesman said, there have been "numerous complaints about errors and omissions in the published listings, as furnished by the several stations."

The program schedule had been prepared as a reader service in the staff of the Herald-Dispatch and carried over into the afternoon Advertiser. In a front-page statement last week, the Herald-Dispatch said:

"Compilation of the information, although done entirely by staff employees of this newspaper, has been necessarily dependent upon the cooperation of the several stations in keeping the program listings properly revised from day to day and in supplying information regarding last-minute changes.

"This cooperation has not been forthcoming with any reasonable degree of regularity to the end that the newspaper has been in receipt almost daily of numerous complaints.

"The Herald-Dispatch will resume publication of the radio log when the radio stations demonstrate enough interest in the reader's right to be correctly informed to prepare a properly revised daily listings of their programs."

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5000 MILES OF COAXIAL CABLES NOW AT DISPOSAL OF TELEVISION

With the connecting of the East and Middle West networks through the coaxial cable, excepting Toledo-Detroit and Chicago-Milwaukee links where radio relay systems are employed, the Bell System now has in service 5,000 miles of video channels joining 14 major cities.

This cleared the way for network television in the Middle West - between St. Louis, Chicago, Milwaukee, Toledo, Detroit, Cleveland and Buffalo. This is now connected with the network between Boston, New York, Philadelphia, Baltimore, Washington and Richmond.

For the new Midwestern network, service is provided in both directions between St. Louis, Chicago, Toledo, Detroit and Cleveland, and branches carry programs to Buffalo and Milwaukee. The television channels are furnished by coaxial cables, with the exception of the Toledo-Detroit and Chicago-Milwaukee links where radio relay systems are employed.

To enable Midwesterners to have network television service, the Bell System Long Lines has constructed coaxial cables between Terre Haute and St. Louis, Buffalo and Cleveland, Chicago and Terre Haute, Cleveland and Toledo and Chicago and Toledo.

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ATWATER KENT GIVES CARRIER SCHOLARSHIPS

Atwater Kent, retired radio manufacturer and philanthropist, now living in Hollywood, has announced the establishment of five scholarships for newspaperboys in Southern California.

The scholarships, valued at $200 each, will be presented to the winners late this Fall through the auspices of the Atwater Kent Foundation. The winning students will be selected by the California Newspaperboys Foundation in a state-wide competition.

Mr. Kent, whose Foundation contributes to such charities as Veterans' Hospitals, the program for visually handicapped children, cancer research, and the Christmas Seal drive, is probably best known in the field of music.

His Atwater Kent Auditions for non-professional singers, conducted annually at a cost of $60,000, draws some 2,000 entrants each year from all points of the United States. Of the six male winners in 1948, four earned money for their vocal lessons as newspaperboys.

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CHARGES DEWEY'S PRESS, RADIO RELATIONS NEVER POPULAR

At least one Washington correspondent apparently would not look forward to Dewey in the White House with any great degree of happiness. Of Governor Dewey's relations with the press and radio and signing himself "Washington Newsman", he writes in the Washington Post as follows:

"One of the first of Mr. Dewey's vaunted unities to disappear should he be elected President is whatever unity he now possesses with the press. Any half-skilled observer of journalistic storm signals can foretell a brief period of calm and then the deluge.

"Governor Dewey's modus operandi with newsmen have never been overly popular with those who have covered the New York State Executive chambers in Albany. All news is funneled through the press secretary, James C. Hagerty, and administrative officers are, to put it mildly, discouraged from too close contact with reporters. Thus all news sources, other than the official spring, are dried, or reduced to mere driblets, and the public reads what the administration wantsit to read.

"No reason exists to believe this method will be changed should Governor Dewey move from Albany to Washington. Indeed, Washington reporters who have been covering the Dewey campaign train have already noted, with considerable dissatisfaction, that no news comes from anyone connected with Dewey save Hagerty and, on occasion, from official handouts of Paul Lockwood, the candidate's secretary.

"It is certainly not straining the imagination to foresee an "efficient" national Administration in which news is carefully channeled through proper canals, and heavy barriers placed between the reporter and even such high officials as Cabinet officers. It has already so happened in Albany - it can happen in Washington.

"In 1944, when Governor Dewey was battling 'The Champ', a feature of almost every campaign train stop was a press conference to which both reporters on the train and local newspapermen were invited. They were, to be sure, repetitious, tedious, and often unproductive of news, but at least they were press conferences and did give both the national and local press an opportunity to interrogate the candidate.

"Perhaps because he is no longer opposing 'The Champ', whose press conference technique was notably skillful, 1948 finds the Republican candidate no longer holding these press meetings. He has held no more than three or four sessions during his current active campaign, which commenced some time around the middle of September. Is this a shadow of coming events? Why so many conferences in 1944 and so few in 1948?* * * *

"In many ways Governor Dewey may have matured and grown in the years between his candidacies, but his press procedure appears to be getting worse. The screws are being tightened. How long will it be before the press yells?"

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HALF THE NATION IN TV AREAS BY YEAR'S END, RCA OFFICIAL SAYS

Half the population of the United States will be living in areas served by television by the end of 1948, according to Joseph B. Elliott, Vice President in Charge of the RCA Victor Home Instrument Department, who spoke in Detroit last week before a meeting of the Engineering Society of Detroit at Rockham Auditorium. He also predicted that the heavy public demand will cause the present television receiver shortage to increase before it can be relieved.

A feature of the meeting was RCA's demonstration of its newest experimental theatre television system, presenting instantaneous televised pictures 20 x 15 feet in size with a smaller projection unit than any previously developed for this purpose.

"A third of the nation's population already lives within service range of television", Mr. Elliott said. "By the end of the year, about half the population should be within reach of at least one television station."

He explained that opening of large new television markets, expansion of established markets as more stations go on the air, and improved programs resulting from expansion of networks were all factors contributing to the heavy demand for television receivers. He estimated that the industry would produce and sell more than a million and a half television receivers during 1949.

Mr. Elliott acknowledged the cooperation automotive engineeds have given television, police radio, FM, and other services by lessening the amount of electronic interference caused by automotive ignition systems. He cited buses, trucks and old cars as the principal remaining offenders on this count, and said that new cars, in general cause less interference, and that cars fitted with noise suppressors or properly equipped for automobile radios cause none.

A number of new RCA Victor developments in television receivers were described at the meeting, including devices for increasing the selectivity of television and preventing reception of more than one television signal on a single channel, shielding for chassis that curbs outside electronic interference, simplified operation of sets, and automatic brilliance control which insures uniform picture brightness.

On the question of receiver obsolescence, Mr. Elliott referred to a statement by Federal Communications Commission Chairman Wayne Coy to the effect that there is no thought of abandoning the present 12 television channels, and, therefore, no danger of making existing transmitters or receivers obsolete. He drew a parallel between waiting for future models of automobiles, with their possible improvements or lower prices, and future television receivers, indicating that changes would not be major ones and that the set owner could meanwhile be deriving considerable satisfaction from today's purchases of either product.

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KEN R. DYKE, NBC V-P, TO MARRY

Announcement has been made of the engagement and approaching marriage of Mrs. Valerie Edmonds Young, daughter of Mrs. Reginald Edmonds of Toronto, and the late Mr. Edmonds, to Ken Reed Dyke, Administrative Vice President of the National Broadcasting Company, son of the late Mr. and Mrs. James Henry Dyke of New York. The wedding will take place on November 5th.

The prospective bride is a granddaughter of the late Archbishop James Fielding Sweeny of Toronto, and a cousin of Miss Margaret Cuthbert, Director of Public Affairs of NBC, and of Warwick Chipman, Canadian Ambassador to Argentina.

Mrs. Young's marriage to Collier Young of Hollywood ended in divorce in 1946.

Mr. Dyke attended the University of Pittsburgh. He served in the Army during the first World War and later was with the United States Rubber Company and the Johns-Manville Corporation, and subsequently was advertising director of the Colgate-Palm-Olive-Peet Company.

In 1941 Mr. Dyke received his commission as a Major in the Army and was on active duty in the Southwest Pacific Theatre, later serving as a Brigadier General on General MacArthur's staff, in charge of radio and press in the Japanese occupation.

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BRITISH AND DUTCH BEATING US TO EGYPTIAN SALES

Imports of radio receivers into Egypt from the United Kingdom and Europe are expanding, inasmuch as they can be effected without currency difficulties, the U. S. Commerce Department reports. The British Ultra, Mullard, and Murphy, and the Netherlands Philips, account for a good share of the imports. No import licenses for the importation of radio receivers and radio receiver parts from the United States have been granted in 1948 because of the dollar shortage.

At the end of June 1948, licensed sets in operation in Egypt numbered 149,218. The Egyptian Government assesses an annual tax of E£1 per set plus E£0.05 per tube. (The Egyptian pound is equivalent to $4.14, U.S. Currency.)

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The British Broadcasting Corp. announced a new television-sending record of 6000 miles last week.

P. H. Rieder of Capetown, South Africa, reported he had picked up an entire program originating in London. BBC said the previous record was 3,000 miles, from London to New York.

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SCISSORS AND PASTE

Acuff, For Gov. Tenn., Reece U.S. Sen. Hillbilly Campaign
(A. P. Byron, Associated Press)

Tennesseeans are getting a taste of something new in State politics as Roy Acuff, hillbilly singer and fiddler, treks across the State, fiddling and singing for the governorship.

State GOP headquarters estimates that 150,000 persons heard Acuff, the Republican nominee, in the first three weeks of his campaign. That's 50,000 a week, and Acuff says he'll visit all of the State's 95 counties before the November 2 election.

Acuff has been qualified as a candidate in previous Tennessee gubernatorial races, but always before has withdrawn.He leaves all discussion of national and international affairs to his running mate, B. Carroll Reece, Republican nominee for United States Senator and former GOP national chairman.

Reece, himself from the mountain section of east Tennessee and a resident of Johnson City, appears on the platform regularly with Acuff and his boys.

So Acuff goes about the State, singing and fiddling and telling folks to "vote the way you want to."

Not that he doesn't want to be Governor. He's dropped all other business except his radio broadcasts to stage an allout campaign. The campaign, like the governorship if he should win it, will cost him plenty of money.

Estimates place his annual income from radio broadcasts, motion picture contracts, records and personal appearances well in the six-figure bracket. He tells folks he'll continue his radio show whether or not he's elected, but "if I make appearances as Governor of Tennessee", he says, "it will be only for some good charity."

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Toscanini Reported $96,000 Seascn; $6,000 Concert
("Variety")

With Arturo Toscanini back at the NBC Symphony helm for a 16-week Fall-Winter semester starting Saturday, October 23, the maestro will draw down $96,000 as his share of the program outlay. That's on the basis of $6,000 a concert.

The initial Toscanini pact a decade ago called for $4,000 a broadcast, with the peak ($7,500) reached during General Motors sponsorship.

Yearly budget for the 60-minute radio series is now put at $800,000, although additional coin will be accruing to the orch members for whatever programs are duplicated on television, under terms agreed to by Local 802, American Federation of Musicians.

Toscanini, 80 years old, flew back to N. Y. from Italy last week.

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Federal Radio Research Tower Serves Many Purposes
("International Review")

A 300-foot, aluminum-sheathed tower built to permit engineers to probe deeper into the realm of microwaves is a part of the expanded facilities of Federal Telecommunication Laboratories, Inc., I. T. & T. research unit at Nutley, New Jersey.

The tower - last word in research laboratories - was inspected by more than 50 writers and editors following a luncheon at which Colonel Sosthenes Behn was host. In compact laboratory rooms high above the surrounding suburban landscape, visitors witnessed a variety of high-frequency radio developments, including a newly introduced to-color radar system - an electronic advance intended to simplify the reading of radar indicators used in commercial airport traffic control as well as in military detection systems.

To illustrate the wide range of research projects to which the tower's facilities can be applied, the visitors also were provided with demonstrations of Distance Measuring Equipment (DME), a device which provides constant and accurate measurement of distances from plane to fixed ground beacons; mobile radiotelephone equipment; television transmission and reception from the tower; and multiplex telephony.

In summing up the significance of the new tower, E. M. Deloraine, Technical Director of I. T. & T., envisioned a world-girdling telecommunication network, including television.

"Through the use of microwave links which will enable transmission of television programs over great distances with fidelity, events in distant parts of the world can be brought within range of the American living room", Mr. Deloraine said. "Telephone and telegraph circuits also can be increased to meet the expanding requirements of the future."

He added that it would be possible eventually to establish main arteries of communication which, when inter-connected, would serve as the basis for a combined world television, telephone and telegraph network. These microwave links, he explained, may be found by experience to be better adapted than coaxial cables to the difficult task of spanning vast distances in comparatively undeveloped regions. They would require partly attended repeater stations only every 30 miles or so, instead of a continuous right-of-way for a cable with repeaters every seven or eight miles.

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Old Curmudgeon
("Editor and Publisher")

Harold L. Ickes was never bashful in his dealings with the press but his latest attempt to get publicity in the newspapers reveals an unsurpassed ego. He chides the press for not giving him an advance buildup for his radio speech in behalf of Truman's candidacy, also for not covering his speech adequately. "The great American press, except in rare instances, failed to mention sufficiently ahead of time that I was speaking on Thursday night", he wrote newspaper and press association offices in Washington.

The Old Curmudgeon seems to have forgotten he is no longer a member of the Cabinet. He's got to say and do important things these days to get into the newspapers. No longer is his every move recorded by the press. This disappearance from the limelight seems to have gotten under his skin. Someone ought to tell him the advertising columns of the newspapers are open to him if he wants to build up his radio audience for his next talk.

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TRADE NOTES

The Zenith Radio Corporation has formed an International Division which will handle the corporation's export business after October 31.

H. C. Bonfig, Vice-President, said that this new division will handle Zenith's export business on a direct basis with foreign distributors and other customers. The International Division will be under the direction of E. E. Loucks. Mr. Loucks went with Zenith in December 1944 as export manager after sixteen years with the International General Electric Company, Inc., where he was in charge of radio receiver sales.

Part I (Aug 5-31, Sept. 1) of the hearings of the House Committee to Investigate the Federal Communications Commission, has just been issued in printed form. Copies may be had by addressing Rep. Forest A. Harness, of Indiana, U. S. House of Representatives, Washington, D. C.

The Radio Manufacturers' Association reportedthis week that production of television and FM-AM radio sets soared to record peaks during September.

The Association, which represents most of the industry, said its members built 88,195 television sets and 171,753 FM-AM radio receivers during the month to break all previous records.

Dr. Vannevar Bush, until recently Chairman of the Research and Development Board of the National Military Establishment, has been awarded the 1949 medal of the Industrial Research Institute, Inc., it was announced last week by Elmer W. Engstrom, President of the Institute and Vice President in Charge of Research of RCA Laboratories.

With the manufacture of FM receiving sets more than doubled in the two-month period ending October 1, radio set manufacturers are diverting production to meet the growing demands for FM receivers as more and more stations begin operations, the FM Association stated yesterday (Tuesday, October 26).

Following announcement by the Radio Manufacturers' Association of September set production figures by RMA member-manufacturers, the FMA pointed out that for the second consecutive month FM set production showed a greater increase over the previous month than either television or AM receiver production.

The British Broadcasting Corporation announced last week that after consultations extending over many years, a decision had been reached to broadcast Holy Communion services. The Rev. Francis House, Director of Religious Broadcasting, said that the decision had been often deferred because of a feeling among some churchmen that a broadcast of Christianity's most solemn ceremony would be irreverent.

Opening of a new radiophoto circuit between Portugal and the United States was announced last week by Harry C. Ingles, President of RCA Communications, Inc. The new circuit, linking New York and Lisbon, will handle the transmission by radio of all types of pictorial matter such as newsphotos, drawings and legal documents.

The circuit was opened by an official exchange of radiophoto letters between Colonel Gomes Araujo, Minister of Communications for Portugal, and Nuno Alvares Adriao de Bessa Lopes, Consul General for Portugal in New York.

An executive decree last week in Peru has ordered all radio stations to broadcast official reports supplied by the government, effective last Saturday.

Reflecting in part a 39.6% increase in new business signed during the third quarter this year, gross salesof radio time by the American Broadcasting Company for the first nine months of 1948 amounted to $31,576,031. This compares with $31,349,006 in gross time sales reported for the comparable period a year ago.

A United States-owned radio-monitoring station which has taken one year and over $250,000 of American taxpayers' money to establish on the secluded north shore of Cyprus will soon be listening in on a wide series of Communistic broadcasts. It faces Russia, 600 miles distant. Its range of reception is thousands of miles.

The British-American system of radio listening posts includes stations in southeast Asia, Egypt, and right at home in England and Maryland. The Egyptian station is expected to close down when Cyprus opens up, because the latter is better designed for eastern European duty.

Information recorded by overseas monitors is transmitted to London for Allied experts to analyze. Excerpts are made available to diplomatic missions in the field. Full texts are relayed to Washington.

Addressing the Radio Technicians (Service men) in New York, Max F. Balcom, Vice-President of Sylvania, and President of the Radio Manufacturers' Association, said:

"I do not need to tell you that the tinkerer with a pair of pliers and a screw driver can no longer pose as a radio repairman unless he confines his work to the pre-war AM radio. Actually this development should prove beneficial to every radio technician who takes pride in his ability to take a set apart and put it together again as good as new."

The use of television receivers in automobiles was described as "suicidal" in Chicago last week by the National Safety Council.

"Keeping one's eyes on the road ahead and on traffic, behind and on both sides, is the first essential of safe driving", a Council statement said.

The Council said its staff would make a further study of actual and proposed television installations visible to passengers only.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

Founded in 1924

TIONAL BROADCASTING CO. Inc.
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No. 1849

November 3, 1948

PATENT BOOM ENLIVENS RADIO, TELEVISION; ENGINEERS ALSO BUSY

Not bothered by political events, radio and television inventors were granted an unusual number of patents this week. One which attracted much attention was a license (Patent No. 2,452,293) granted to the wireless veteran, Lee DeForest, of Los Angeles, for the transmission of television in color effected, it is claimed, without any flicker.

Furthermore, radio engineers are turning their eyes away from Washington national election reverberations, and the Federal Communications Commission in anticipation next week of discussing technical advances in the industry at the annual Fall meeting of the Engineering Department of the Radio Manufacturers' Association, and the Institute of Radio Engineers at Rochester, N. Y., November 8-10.

The latest invention of Dr. DeForest, who already has several hundred others to his credit is described as a "new and useful system for transmitting, receiving, and projecting in natural colors objects presented before a television pick-up camera, or iconoscipe, at the transmitting station."

Designed to overcome obstacles and objections inherent in prior systems, this one makes use of a pair of cathode beam tubes and in combination therewith a multi-color filter so constructed and disposed that no color flicker whatever is said to be reflected in the image reproduced upon the viewing screen, a major advantage among the many held by Mr. De Forest to be provided by his invention.

Also having to do with television was a device patented (No. 2,251,734) by Edwin Hopkins of New York City, providing for the transmission, by wireless or guided wave (wired wireless) telephony, of sights and sounds, for outdoor or indoor screen presentations on large or small reproduction before many widely separated audiences.

"Set up in a theater, or in Congress, or at an athletic contest or elsewhere", it is stated, "the apparatus will deliver to distant audiences simultaneously reproductions of the scenes being enacted, together with accompanying sounds.

"Reproductions of actual scenes, or of motion pictures or sign matter of any kind may be effected. The scene being enacted on the stage of a theatre may be shown on the theatre's sky sign, or a motion picture being shown in the theatre may be so reproduced on sky signs."

An apparatus for radio tuning, volume control, wave band selection and other purposes was patented (No. 2,452,067) by Freeman H. Owens, of New York City; a high emission cathode assembly (No. 2,452,044) by Benjamin Fox, also of New York, and assigned to the United States of America as represented by the Secretary of War; and an electronic apparatus for frequency conversion (No. 2,452,048) by William W. Hansen and Russell H. Varian of Garden City, N. Y., assignors to the Sperry Corporation.

To Jacob Louis Snoek of Eindhoven in The Netherlands, went three patent awards for the development by him of new ferrite materials effective for the production, at a considerable reduction in size, of high-frequency induction coils, radio transformers and other electromagnetic appliances having a quality coefficient said to be many times greater than those of conventional manufacture.

Rights in these patents (Nos. 2,452,529, 2,452,530 and 2,452,531) were assigned by the inventor to the Hartford National Bank and Trust Company of Hartford, Conn., and trustee under indenture to the N. V. Phillips Company of The Netherlands.

The tentative program for the Rochester RMA-IRE meet follows:

Monday, November 8

9:30 A.M. - B. E. Shackelford, Presiding.
A Television Station Selector Using Die Stamped Inductances, A. D. Sobel, A. W. Franklin Mfg. Corp.
A Discussion of Image Sharpness in Photography and Television, O. H. Schade, Radio Corporation of America
Application of Subminiature Tubes, R. K. McClintock, Sylvania Electric Products, Inc.

2:00 P.M. - D. B. Smith, Presiding
The Transitrol, An Experimental A.F.C. Tube, J. Kurshan, RCA Laboratories

8:15 P.M. - General Session - E. F. Carter, Presiding
What's When in America, Kenneth W. Jarvis, Consulting Engineer

Tuesday, November 9

9:00 A.M. - S. L. Bailey, Presiding
Report of RMA Safety Committee
Developments in Germanium Crystals, Stuart T. Martin and Harold Heins, Sylvania Electric Products, Inc.
A Television Distribution System for Laboratory Use, Joseph Fisher, Philco Corporation

2:00 P.M. - D. D. Israel, Presiding
A Direct Coupled Video and AGC System for Television Receivers, H. R. Shaw, Colonial Radio Corporation
A Pulse-Cross Generator for Television Receiver Production, R. P. Burr, Hazeltine Electronics Corp.

Wednesday, November 10

9:30 A.M. - O. L. Angevine, Jr., Presiding
Lightweight Pickup Design for Microgroove Record Playing, B. P. Haines, Elmo Voegtline, C. D. O'Neill and R. S. Cranmer, Philco Corporation
Symposium - "What Constitutes High Fidelity", Harvey P. Fletcher, Bell Telephone Laboratories, John K. Hilliard, Altec Lansing Corporation
High Quality Audio System for Radio Receivers,

2:00 P.M. - K. J. Gardner, Presiding
Front Ends of Television Receivers, J. O. Silvey, General Electric Company
A Picture-And-Sound-Modulated Generator for Television Receiver Production, W. R. Stone.

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MACKAY RADIO SEEKS PAKISTAN HEARING CONTINUANCE

In the case of Mackay Radio and Telegraph Company and RCA Communications regarding the establishment of a radiotelegraph circuit with Pakistan, Mackay through its attorney James A. Kennedy, asks the FCC for a continuance of the hearing for sixty days. One reason given is that the present hearing date, November 8, will interfere with adequate preparation of the case.

In its motion continuance, Mackay further states:

"We are advised that the Pakistan Administration is not presently equipped or otherwise prepared to establish a radiotelegraph circuit with either of the applicants in this proceeding, either directly or via Tangier, and will not be so equipped or prepared for quite some time in the future. It does not appear therefore that the interests of the public or of the parties hereto will be adversely affected by the continuance herein requested."

Mackay concludes by advising the Commission that RCA Communications has no objection to the postponement requested.

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PETRILLO TALKS TURKEY RE RECORDS; ASKED "WHAT DID HE GAIN?"

Subject to ruling on a still unresolved question, whether the newly conceived royalty fund is legal or not under the Taft-Hartley Act, record manufacturers and James C. Petrillo's AFM reached agreement last week.

The agreement was the first tangible basis for a settlement.

The proposed royalty fund settlement revolves around a plan for its establishment and administration under an impartial third party, acting as trustee. The original fund was created from royalties paid directly to the union.

Attorneys for the AFM and the record and transcription companies must still agree on the legality of the proposed fund, and the Department of Justice must find it legal, before the settlement becomes final, it was said.

Editorially the New York Times, referring to Petrillo, asks "What Did He Gain?"

"As will be recalled, when the union's ban on the production of new disks went into effect on Jan. 1, Mr. Petrillo proclaimed that 'never again' would members of his organization make new records. He also reiterated his well-known view that 'canned music' was an evil that only spelled unemployment for instrumentalists.

"Now, ten months later, history repeats itself. Just as he did several years ago in the case of his first ban on records, Mr. Petrillo has found it expedient to forget his one-man crusade against mechanical progress and to conclude a contract with the phonograph record manufacturers.

"What have been the fruits of Mr. Petrillo's course? The union itself has lost more than $1,000,000 for its welfare fund as well as an added source of income for many of itsmembers over a ten-month period. The record industry has had to suffer an unwarranted and arbitrary hardship at a time when it could ill afford to do so. The public has been deprived of the latest popular recordings by 'name' bands.

"Now, when the damage has been done, it is Mr. Petrillo who has taken the initiative in working out a reasonable solution at the conference table. In the future the public, the record industry and Mr. Petrillo himself would benefit if he recognized that use of the conference table should come before and not after a costly and futile ban."

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RICHARD JONES DIRECTS ALL FT. INDUSTRY DETROIT STATIONS

Richard E. Jones of The Fort Industry Company, has been promoted to the position of General Manager of that Company's Detroit operations. The company owns and operates WJBK-AM, WJBK-FM, and WJBK-TV there.

Mr. Jones joined Fort Industry September 1, 1948 in the capacity of Managing Director of WJBK-AM and WJBK-FM and will now supervise the operation of WJBK-TV, thus heading all three of their stations in Detroit.

"Our expanded operations in the Detroit area have made necessary this change in directorship, in order to provide a single operating head of the three Detroit stations", George B. Storer, President of The Fort Industry Company, said.

Ralph G. Elvin will continue as Managing Director of WJBK-TV under the new operational set-up.

WJBK-TV is now presenting daily programs of television shows, including features from two television networks: CBS-TV and DuMont Television.

In addition to WJBK, Detroit, The Fort Industry Company owns directly or through subsidiaries Radio Stations WAGA, Atlanta; WGBS, Miami; WLOK, Lima; WMMN, Fairmont, West Va.; WSPD, Toledo; and WWVA, Wheeling, West Va.

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C-O-R-R-E-C-T-I-O-N

The following letter has been received from John M. Outler, Jr., General Manager, Station WSB and WSB-TV, Atlanta:

"On page 4 of your Radio News Service, dated October 20, 1948, is a release to which exceptions should be taken - in the interest of accuracy in reporting news of the industry.

"Part of this release states in substance that WAGA-TV would have an inaugurzl on October 24 - an advance of five weeks over the original estimated opening date of December 1st.

"Well informed sources of information in Atlanta point out that on the date of this release the construction of a tower - permanent or temporary - for WAGA-TV had not begun. The pylon and batwing were then, and are still now (as of October 27), reposing on the ground - a physical circumstance which engineers claim to be detrimental (if not prohibitive) for any sort of broadcasting.

"Our concern is over-exploitation of television in an industry sense. All of us are interested and anxious for publicity which promotes television - either nationally or locally. But publicity which is falsely predicated or misleading is detrimental to all television - and is therefore to be decried and signalized.

"To keep the records straight, let it be noted that WSB-TV is the only television station in Georgia with a complete tower, 498 feet of steel, plus the FM pylon and TV batwing - 598 feet total; and the only television station in this area with a specially designed building."

(Editor's Note:
The above story referred to by Mr. Outler, Jr. was based on a Television News release from the Columbia Broadcasting System in New York dated October 14.
R.D.H.)

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ELECTRIC RAZOR AT WRONG TIME MIGHT LAND BRITISHERS IN JAIL

The British Government will introduce legislation making persons who use electric razors during peak radio listening hours subject to fines and possibly jail sentences.

The bill lists 69 other gadgets which produce interference with radio or television reception. For example, motorists who park their cars near television receivers will be asked to fit suppressors to their motors.

Passage of the bill, according to the United States, would mean that each household would have to pay from 50 cents to $76 for suppressors for electrical appliances. Under the bill, any person refusing to use suppressors after his neighbors had complained would be liable to a $400 fine or three months' imprisonment.

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DUNLAP'S NEW TELEVISION BOOK RINGS THE BELL

In addition to many complimentary reviews, Orrin E. Dunlap's latest book "Understanding Television" also brought forth an editorial in the Boston Herald. In the words of Greenberg, Mr. Dunlap's publisher: "When a newspaper like the Boston Herald devotes an editorial to a new book, that's news."

The Herald said in part:

"For those who consider a little knowledge less dangerous than none, Orrin E. Dunlap, Jr., a vice-president of RCA, has recently prepared an admirable little handbook entitled 'Understanding Television'. In it he explains in layman's language the theory and simple mechanics of television sending and receiving. He also digresses entertainingly on the problems of preparing television programs, as well as on other incidental aspects of the new communication medium.

"The book fills a noticeable gap in the popular science field and can be recommended both for its quality and its timeliness. In this television-conscious era we are not certain but what it should be classified as 'must' reading for the non-professional."

Time Magazine in reviewing the book of Mr. Dunlap, formerly radio editor of the New York Times, discovered another news angle. The review read in part as follows:

"The paper was The New York Times. The writer was its radio editor, Orrin E. Dunlap, Jr. His subject was television. He wrote: 'Now television is hailed as "a new billion-dollar industry" . . . The industrialists are agreed the time is opportune to "crystallize television as an industry".' Of sets, Dunlap wrote: 'The $250 model will detect both pictures and sound . . . In the next price class, possibly from $300 to $500 the instrument will offer television combined with a circuit for (standard) broadcast reception.

"David Sarnoff, president of the Radio Corp. of America, was quoted as saying that manufacturers were aware of the many technical, artistic, and financial problems still confronting those who would establish television programs, but 'these problems must be solved before a national service of network television programs can be made available to the public.'

"In the long article, Dunlap went on to reiterate most of the facts which a television-conscious public thoroughly realizes today. What made the piece news was its dateline: Oct. 23, 1938."

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ELECTION UPSET DUMPS CAPITOL HILL RADIO CART

At a critical time a cub reporter once wired his office, "All here is confusion." The same might be said of Capitol Hill and Washington generally this memorable morning after election (Wednesday, November 3). In the light of early returns with even the presidency still in doubt, few things appear certain regarding the radio situation.

One is, however, that with the reported defeat of Representative Forest A. Harness (R), of Indiana, the investigation of the Federal Communications Committee which had been sparked by Mr. Harness, may receive a setback. The distress of the Hoosier solon came as a complete surprise. Whether or not the FCC investigation cudgel will now be taken up by Representative Eugene E. Cox, (D) of Georgia, if the Democrats finally win control of the Senate remains to be seen. Representative Cox is a colleague of Mr. Harness on the House Rules Committee, an old enemy of the FCC, and is supposed to have been the power behind the throne in starting the present investigation. Representative A. J. Sabath (D), of Illinois, would again head the Rules Committee.

If the Democrats control the House, Representative Robert Crosser, of Ohio (D), will succeed Rep. Clarence F. Lea (D), of California, who did not run for re-election, as Chairman of the House Interstate and Foreign Commerce Committee which handles radio and communications legislation. If the House is Republican, Charles A. Wolverton, of New Jersey, would be the Chairman.

If the Democrats gain the Senate majority, Senator Edward C. Johnson (D), of Colorado, would succeed Senator Wallace H. White as Chairman of the Senate Interstate and Foreign Commerce Committee, and be the body's czar of radio and communications. Senator Johnson at this writing is supposed to have a majority of 210,000 to the 104,000 of his opponent Will F. Nicholson (R). If the Republicans win the Senate the Senate Interstate Commerce Chairman would be either Senator Charles W. Tobey (R), of New Hampshire, or Clyde M. Reed (R), of Kansas.

If Representative Lyndon B. Johnson (D), of Texas, finally gains his seat in the Senate, it will be an indirect radio acquisition as his wife Claudia is the owner of Station KTBC at Austin, Texas.

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WSB-TV ATLANTA, BECOMES NEW ABC AFFILIATE

Affiliation of WSB-TV, Atlanta, with the American Broadcasting Company television network was announced last week by J. Leonard Reinsch, Managing Director of the station, and Mark Woods, President of ABC. WSB-TV is also affiliated with the National Broadcasting Company video network. The station, on the air since September 29, is on Channel 8 (180-186 mc).

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TELEVISION SEEN OPERATING IN THE BLACK FOR SEVERAL YEARS

Television industry prospects based on a report of remarks made by F. A. Kugel, Editor of Television Magazine at a meeting attended by a member of the Research Department of Francis I du Pont & Company, 1 Wall Street, New York City, follow in part:

"The industries most likely to be affected from the increasing use of television sets and the decreasing use of ordinary radio sets would appear to be the radio broadcasters, the motion picture companies and the theatres. Also, some of the press companies which derive a large portion of income from radio.

"A recent survey among those who now own television sets clearly indicates some of the problems and changes needed in the broadcasting and motion picture industries, the two trades most vitally affected by the greater and increasing use of television. For example two-thirds of the owners of television sets interviewed preferred television to radio at all times and 9 out of 10 television set owners do not listen to the radio broadcasts at time that television programs are on. The effects of the impact on the motion picture industry will be equally as startling as the effects on the broadcasting stations: A study of what happens to the motion picture industry among the television owning public indicates clearly that any major motion picture company which does not take an active position in television is definitely negligent in its responsibilities to its stockholders. In the survey previously mentioned it was found that motion picture attendance dropped some 20% among those interviewed who owned television sets. On such a basis, the motion picture industry stands to lose the portion of its trade which makes the difference between profit and a loss. The three motion picture companies which are taking an active part in television in order to provide for the time when the television set will largely replace the radio and the effects on the motion picture companies will be felt with increasing weight are Paramount Pictures, Twentieth Century-Fox and Warner Brothers. Paramount has taken an active interest in every phase of television through its interest in Allen B. DuMont Co.

"DuMont expects to begin a full daytime telecasting schedule within the next three weeks. If that proves successful, the telecasting stations will have gone a long ways towards making telecasting a more profitable operation than it currently is, operating only on evening schedules.

"Color television is some five to ten years away, according to the speaker, and in the event that the Federal Communications Commission permits the use of color television, the sets presently constructed will still be usable but will merely pick up the image in black and white rather than color. At the present time the telecasting stations are operating at a loss and the speaker sees no reason to assume that they will operate in the black in less than two or three years."

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PRESIDENTIAL RADIO ADVISOR SAYS "BETTER SPEECH, BETTER JOB"

J. Leonard Reinsch, President Truman's radio adviser and Manager-Director of WHIO in Dayton, Ohio, WSB in Atlanta, and WIOD in Miami, declares that everyone can brighten his chances for success merely by improving his speech.

In an article in the November Coronet entitled "Speak To Success", Mr. Reinsch cites two cases that prove the importance of good speech. An aspiring young actress named Joan Crawford studied diligently to overcome a Texas drawl and in time became one of Hollywood's top stars.

"A high-pitched voice and a tendency to stutter handicapped an English statesman until he licked his difficulties and became a world-renowned orator. His name is Winston Churchill."

Mr. Reinsch, in his Coronet article, gives certain rules that will enable anyone to improve his speaking voice within a month. The rules aim to insure clear tones, proper articulation, correct breathing and proper pitch range.

By way of introduction, Mr. Reinsch told this interesting story:

"I was invited recently to dinner with the family of an old school friend. As w e sat down at the table, Tom, my host, muttered what I supposed was a blessing, but I didn't understand a word he said.

"The meal progressed uneventfully until Tom's ten-year-old son pointed to the roast beef and mumbled something that sounded like, 'Mo ro be ple.' Immediately sparks began to fly.

"'I've told you over and over, Jackie, to speak so we can understand you!' growled his father. The mother nodded, and uttered some gibberish about Jackie's indifference. The child frowned, then pushed his chair back and ran from the room, crying.

"'I don't know what to do with that boy,' said Tom. 'Mumble-mumble. He never says anything you can understand.' Then he looked earnestly at me. 'You're a speech expert,' he continued. 'What's wrong with him?'

"'The trouble lies with you two,' I said in honest reply. 'Neither of you speaks properly and Jackie is only imitating you.'

"For a moment they both looked hurt. Then Tom's face admitted his guilt. 'Maybe you're right,' he said quietly. 'Come to think of it, the boss at the office has griped a lot about not being able to understand me. But I always thought he was just being grouchy.'

"'I suppose I'm also to blame,' said Tom's wife, even then mouthing her words so that it was hard to understand what she said. 'I've tried so many times to express myself at PTA meetings, but I'm so afraid to open my mouth that I just don't speak at all.'"

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21,200 TV SETS OPERATING IN WASHINGTON

As of November 1, 1948, there were 21,200 television receivers installed and operating in metropolitan Washington, according to the Washington Television Circulation Committee.

Membership of the Committee includes representatives of the three operating local television stations. The group was formed in December, 1947, in order that reliable set estimates which would be acceptable to the entire industry could be produced. The Committee derives its estimate from monthly television set sales figures furnished by the Washington Electric Institute to which are added the number of sets and kits sold by the few distributors who are not Electric Institute members.

These figures are cross checked by comparison with quarterly sales reports issued by the Radio Manufacturers' Association and by frequent cross-section polling of the metropolitan area to determine the percentage of Washington families owning sets.

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REP. CHAS. PARNELL THOMAS TO FACE DREW PEARSON CHARGES

Representative J. Parnell Thomas (R), of New Jersey, is due to appear before a Federal Grand Jury tomorrow (Thursday, November 4) to answer to charges made by Drew Pearson, radio commentator, that he received salary "kickbacks" from employees.

Mr. Thomas, Chairman of the House Committee on Un-American Activities, has not yet said what his answer will be to the grand jury's offer of the privilege to appear before it.

Running for re-election (and today,(Wednesday, Nov. 3) to have been re-elected by a small majority) Mr. Thomas had asked for the date of November 4, two days after the election on Tuesday.

The grand jury is currently inquiring into charges that Mr. Thomas put certain individuals on his congressional office payroll and then pocketed all or part of their salaries.

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CHICAGO TO HAVE ROTARY TV DAY

Top-level industry heads have been invited to a meeting in Chicago Nov. 16 when the city's Rotary Club sponsors "TV Day", More than 1,000 guests will hear FCC Chairman Wayne Coy speak on "The Potential of Television".

All Chicago television stations are cooperating in the special session, which will be in the form of a luncheon at the Sherman Hotel. Broadcast manufacturing leaders, stars of video and the screen and "Miss Television of 1948", elected at the recent National Television and Electrical Living Show in Chicago, will be

will be introduced. New TV equipment will be exhibited in the hotel's main dining hall, and luncheon guests will watch on-the-spot televising by WGN-TV, Chicago Tribune station, and WNBQ, NBC's Midwest video outlet which is on the air now on a test basis.

A special "jeep" studio, where persons may see themselves as the video camera does, will be installed by WGN-TV.

Mr. Coy is expected to be introduced by Niles Trammell, NBC President. Other special guests who have made reservations are Charles Denny, NBC Executive Vice President; Comdr. Eugene F. McDonald of Zenith; J. S. Knowlson and Samuel Insull, Jr., Stewart-Warner; Paul Galvin, Motorola, etc.

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GOV. CALDWELL, ORANGE BOWL COMMITTEE GREETED BY STANTON, CBS

Governor Millard Caldwell of Florida and more than 125 prominent Miami businessmen were greeted by Frank Stanton, President of the Columbia Broadcasting System, last Saturday night when he was host to the Orange Bowl Committee at a reception in the Waldorf-Astoria Hotel.

CBS has been broadcasting the Orange Bowl football classic in Miami exclusively every January 1 since 1940 and next New Year's Day will again exclusively broadcast the game.

J. P. Spang, Jr., President of the Gillette Safety Razor Company, which will sponsor the Orange Bowl broadcast, was among Mr. Stanton's guests.

The Orange Bowl Committee, which included Justice Alto Adams of the Florida Supreme Court, stopped off in Baltimore for the Navy-Notre Dame game and immediately after boarded their special train for New York.

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STUART BAILEY, NEW PRES. IRE; ARTHUR McDONALD, AUSTRALIA, V-P

The Institute of Radio Engineers has announced the election of Stuart L. Bailey as President of the Institute for the year 1949. Arthur S. McDonald of Australia was elected Vice President.

Mr. Bailey has been a Fellow of the IRE since 1943. He is a consulting radio engineer and partner of the firm Jansky and Bailey, Washington, D. C. Mr. McDonald, a Fellow of the IRE since 1941, is Chief Engineer of the Overseas Telecommunication Commission, Sydney, Australia.

For Director-at-Large, for the 1949-1951 term, the following members were elected: Dr. William L. Everitt, Fellow of the IRE since 1938, Professor and head of the Department of Electrical Engineering, University of Illinois, Urbana, Ill.; Donald G. Fink, Fellow of the IRE since 1947, Editor-in-Chief, Electronics, McGraw-Hill Publishing Company, New York, N. Y.

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BIG RESPONSE TO NAB, JR. CHAMBER, RMA "VOICE OF DEMOCRACY" CONTEST

Early responses from high schools, broadcasting stations and Junior Chamber of Commerce chapters throughout the nation indicate that more than 100,000 students in nearly 2,000 communities may compete in this year's "Voice of Democracy" contest, the event's sponsors announced Tuesday (November 2).

Robert K. Richards, National Association of Broadcasters public relations director, who is Chairman of the "Voice of Democracy" Committee, embracing the NAB, the Radio Manufacturers' Association, and the U. S. Junior Chamber of Commerce, said the competition may attract five times as many high school students as in its first year, 1947.

The contest, limited to students in the second, third and fourth years of high school, calls for the writing and voicing of five-minute broadcast scripts on the subject, "I Speak for Democracy".

Deadline for the announcement of community winners is November 28. State judging is to begin by December 6, and the deadline for receipt of transcriptions for national judging is December 15.

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U.S. IS INSTALLING TELEVISION ON LIGHTSHIPS

Naturally, men of the Coast Guard enjoy prize fights and other sports events. It is news, however, that Coast Guardsmen are enjoying that pleasure aboard ship - the pleasure of watching the events on television, that is.

Ambrose Lightship, Scotland Lightship, and Relief Lightship No. 78, which serves as relief for the other two light vessels, have all been equipped with television.

"Fixed rotary antennas" - nonmovable but capable of reception on various ship's headings - are installed on the lightships.

In addition to television for the three lightships in the 3rd Coast Guard District, there are six more sets on order for units of the 1st Coast Guard District. These units are: Boston Lightship, Boston Relief Lightship, Cape Ann Light Station, Baker's Island, Graves Island, and Boston light Station.

Because of the limited range of television reception and the very few television broadcasting stations in the country there are only certain areas of Coast Guard operation where television reception is possible.

The Electronic Test Station at Selbyville, Del., is now making tests on the range of television reception. Whereas no results have been published, the tests are not expected to show that every Coast Guard unit is now a potential site for television reception. The tests are, however, an instance of the Service's policy of keeping abrest of the latest technical developments. Perhaps television will be as commonplace at Coast Guard units as radio or telephone are at present.

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SCISSORS AND PASTE

WCFM, Newest Washington,D.C. Station, Claims 40,000 Owners
(Sonia Stein in Washington Post)

The advent of WCFM a week ago Wednesday would have created quite a ripple if no one except its owners had got excited. It has 40,000 stockholders.

Actually, the new station's 20,000 watts is cutting quite a swath in the local ether, and it went on the air with the blessings of 21 civic, religious and charitable groups which have been watching its emergence for three years.

Financially it's in fair shape. Having raised close to $135,000, WCFM is trying to raise another $15,000 to see it through the next two years during which it expects to operate at a loss. Manager Helmuth Kern says there are no illusions about WCFM being a paying proposition right away.

WCFM will sell advertising, but the station is not to be operated primarily for profit. Advertising will help to finance good programming, according to Mrs. Raymond Clapper, who is on the national campaign committee along with such other notables as Marquis Childs, Leon Henderson, Wendell Berge, Jerry Voorhis and Robert R. Nathan.

Dividends on the stock ($10 a share) will be limited to 6 per cent, with owners of preferred stock getting their accumulated dividends as soon as the station begins to make money.

Common stock is owned by nine consumer cooperatives in this area, including Rochdale groceries, the Federation of Credit Unions, Konsum Garages, the housing and medical cooperatives and the Washington Workshop. * * * *

Kern makes it clear that the air will not be cluttered with the mouthings of crackpots, nor will organizations be given a disproportionate amount of time just because they ask for it.

Kern, a former correspondent for Dutch newspapers, will make the first decisions on these requests. If the petitioner is not satisfied, he can appeal to the program committee. If necessary, the request will go finally to the listeners' council, representative of the many diverse elements which make up the station's stockholders.

Will communism get a hearing on WCFM? Personally out of sympathy with communism, Kern is not afraid to air the issue and believes it should be discussed freely.

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The Big Television Advertisers
("Variety")

Following are the 10 top-spending advertisers in television today, with the estimated amounts each spends yearly, based on present commitments:

Camels, $800,000; Philco, $520,000; Gillette, $500,000; Texaco $440,000; Chevrolet, $400,000; Lucky Strikes, $350,000; Chesterfield, $300,000; Emerson, $260,000; Gulf, $225,000; Kraft, $220,000 - Total - $4,015,000

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DuMont Called "Henry Ford Of The Radio"
(Robert H. Fetridge in "New York Times")

With an investment of $1,000 - half supplied by a friend - his factory was established in the basement of his home at Upper Montclair, N.J., and finally moved into a store, but not without intermissions of financial headaches cured successively by borrowings. Soon the plant filled five stores and then, with the sale of rights to DuMont's invention, "the magic eye", to the Radio Corporation of America, he could afford to buy an old pickle works and convert it into what is now a link in the laboratories and factories of the company.

His inventions serve industry and the armed forces. But one that got a way back in 1933 was a honey. DuMont conceived a radio locator which could well have been the basis for radar's patents. For security reasons the patent application was withheld. When in 1939, DuMont decided he could wait no longer, he found the French had beaten him to the gun.

DuMont would be the first man to refute the fact that television is the invention of any one person. Its hall of fame lists many because the medium was evolved, not invented. Its evolution began with the nineteenth century scientists Henrich Hertz, who observed that electrical impulses could be transmitted without wire, and includes today's Dr. DuMont, credited with the commercial development of the cathode-ray tube, the medium of reproduction for television pictures.

Dr. DuMont is the Henry Ford of television.

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A-K Teaches Paraplegics To Become Radio Service Men
(Mary Van Rensselaer Thayer, in "Washington Post", Hollywood correspondent)

Individually the most active philanthropist hereabouts is retired radio tycoon Atwater Kent, a refugee from Philadelphia, Southampton and other points East, who is known chiefly for staging tremendous parties.

Mr. Kent, who lives in a palazoo set in 12 acres of elaborately landscaped Bel Air Mountain top, averages 40 parties a year which range in scope from a dinner for 24 to circus parties complete with elephants, seals and camels. But 50 per cent of these enjoyable affairs are given for civic causes.

But though Mr. Kent may spend his evenings, perhaps his afternoons, arranging, giving, attending parties, he devotes his mornings to the Atwater Kent Foundation. His foundation, started back in 1919, has given away an untold amount of money.

Originally in automobile ignition, Mr. Kent progressed to radio manufacturing, using his money, his knowledge of music to attract the best singers, the best classical music to the new-fangled contraption. To encourage youthful singers get started, he sponsored a series of auditions, the winners receiving Kent musical scholarships.

Besides running these contests the foundation contributes to over a hundred different charities out here - many of them small undertakings which need Mr. Kent's personal interest as well as his money to boost them to success. Perhaps the most interesting is his work with paraplegics.

(Continued on Page 16)

TRADE NOTES

Consolidated net income of Sylvania Electric Products, Inc., for the third quarter of 1948, a mounted to $613,415, an increase of 66.5 per cent over the same period of last year.

Net income for the first nine months of 1948 was $2,724,717 an increase of 43 per cent over the corresponding period of 1947.

"You and Television", the first weekly topic of Columbia's Monday-through-Friday "You and...." series, will be discussed informally on successive days the week starting Monday, Nov. 8, 6:15 P.M., EST, by Frank Stanton, President of the Columbia Broadcasting System; and other guests.

Mr. Stanton will survey the current status of television in terms of set ownership, rate of set production, present and future price of sets, stations and networks now operating. Some of the questions to be asked and answered in the conversation-interview between Mr. Bryson and Mr. Stanton are: How many people can television hope to reach? Must television be confined to large cities? What will be the effectiveness of television as an advertising medium?

Television box score from Television Broadcasters' Ass'n Weekly News Letter -

Stations Operating	41
CPs Granted	83
Applications Pending	310

With the allocation of $20,000 for newspaper advertising, Salt Lake City radio dealers and distributors announced plans for a Radio in Every Room campaign, to run from November 5 to November 20, similar to the highly successful drives conducted in New Orleans and Hartford, where radio sales were increased 150 per cent in a two week period.

DuMont (Allen B.) Laboratories, Inc. - Nine months: Net profit $1,217,418, equal to 59 cents each on 2,032,730 shares of A and B stock, contrasted with $296,971 or 15 cents each on 2,031,040 shares, last year; sales $14,932,558, increased from $6,815,315.

ABC commentator Drew Pearson has been awarded the Royal Medal of St. Olaf by King Haakon of Norway "for his efforts to help struggling democracies of Europe live."

The St. Olaf Medal marks the second time this year that the ABC commentator has been the recipient of a decoration from a foreign government. France bestowed on Pearson the Legion of Honor following the success of the Friendship Train earlier this year.

Paul A. Barkmeier in the retail merchandising field for the past 17 years, has been appointed General Manager of the RCA Victor Record Department.

The consolidated statement of income of the Radio Corporation of America and subsidiaries for the third quarter of 1948 and the first nine months of the year, with comparative figures for the corresponding periods of 1947, was issued last week by Brig. General David Sarnoff, President and Chairman of the Board of RCA.

Total gross income from all sources amounted to $256,968,537 in the first nine months of 1948, compared with $224,982,605 in the same period in 1947, an increase of $31,985,932.

Net income, after all charges and taxes, was $15,128,783 for the first nine months of 1948, compared with $12,233,758 in 1947, an increase of $2,895,025.

Patients in fifteen Washington area hospitals are now enjoying television programs, as a result of the Hospital Television Campaign concluded last week by Bill Herson of Station WRC.

Since August 7, Herson has been asking listeners on his WRC "Timekeeper" broadcasts each morning to send donations. Contributions as the campaign ended totaled $3,628.26 which was used to purchase television receivers for the following hospitals:

Naval Medical Center; Glenn Dale Sanatorium; Casualty Hospital; Sibley Memorial Hospital; Gallinger Hospital; Freedman's Hospital; St. Elizabeth's Hospital; George Washington Hospital; Emergency Hospital; Walter Reed General Hospital; Garfield Hospital; Arlington Hospital; Suburban Hospital (Bethesda, Md.); Prince Georges Hospital (Cheverly, Md.); and Providence Hospital.

In the first nine months of 1948, earnings of Philco Corporation, after appropriations of $2,100,000 for an inventory reserve and $586,000 for a research reserve, amounted to $6,631,000, equivalent after preferred dividends to $4.23 per common share on the 1,502,462 shares now outstanding, it was announced last Friday.

In the corresponding period last year, earnings after appropriations of $1,500,000 for an inventory reserve and $596,000 for a research reserve, were $5,632,000, equivalent after preferred dividends to $3.90 per common share on the 1,372,143 shares outstanding on September 30, 1947.

Sales in the first nine months of 1948, w hich set a new high record, totaled $194,156,000 as compared with $157,209,000 last year, an increase of 23%.

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A-K Teaches Paraplegics To Become Radio Service Men (Continued from page 14)

A year and a half ago he started off supplying veteran paraplegic victims with 40 inexpensive, unassembled radio sets, plus an instructor. The veterans were taught how to assemble the sets to make all kinds of radio repairs. Since then more complicated sets have been bought by the Kent Foundation and some 200 men are constantly being taught radio repair technique. It's a type work especially suited to paraplegics and many of them, after leaving the hospital, have found good jobs, have become self-supporting.

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Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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November 10, 1948

RADIO POLLS MAY BE NEXT; ALSO LUKEWARM FCC TRUMAN HELP

That pollsters, radio commentators and columnists who made such a mess of the Truman-Dewey election forecasts will receive a fine spanking when the new Congress convenes is a foregone conclusion. More than that, it has already become known that several members will offer bills in an effort to hamstring future election predictions.

Representative Sid Simpson, of Illinois, a Republican, has already announced he was going to ask the next session to deny use of the mails to election polls. Representative Adam Clayton Powell, Jr. of New York, a Democrat, said he would ask that pollsters be licensed and supervised by a Federal agency.

Furthermore, despite the declaration of C. E. Hooper, one of radio's top research experts, that his broadcast program surveys were not comparable to those of Gallup and others who missed the boat a mile on election returns, it is believed audience analysis might come in for closer scrutiny by Government officials. A Hooper report, Mr. Hooper explained, was based on what a listener heard and was not a forecast of what he might do. It was pointed out that sponsors of offerings which had fared badly at the hands of program surveys would not overlook this opportunity to try to bring about an official investigation if possible. There seemed to be a feeling that the matter of program surveys might fall under the Federal Trade Commission rather than the Federal Communications Commission and that Congress might be chary of the matter because it smacked of censorship.

Another live post-election topic in the Capital was how the two Democratic members of the Federal Communications Commission appointed by President Truman may fare as a result of the lukewarm support they are said to have given him in the desperate fight he made to save his political life. If Chairman Wayne Coy, erstwhile FDR New Dealer, or Miss Frieda H ennock, of New York, generally known to be a purely political appointee, went out of their way to help Mr. Truman, nobody this writer talked with around the Commission seemed to be aware of it.

It was reported that Mr. Coy had his resignation all ready to present to Mr. Dewey, but it was likewise reported that the Washington Post, whose radio station he had managed for a short time might be counted upon to come to his rescue. The only hook in that reasoning was that the Post had also doped the thing out wrong - so wrong in fact that it sent a telegram to the President which read, in part, as follows:

"You are hereby invited to attend a 'Crow Banquet' to which this newspaper proposes to invite newspaper editorial writers, political reporters and editors, including our own, along with pollsters, radio commentators and columnists for the purpose of providing a repast appropriate to the appetite created by the late elections.

"The main course will consist of breast of tough old crow en glace. (You will eat turkey.)"

To which Mr. Truman replied:

"I received on the train your very handsome invitation to me to attend a ' Crow Banquet'. I know that we could all have a good time together, but I feel I must decline. As I said en route to Washington, I have no desire to crow over anybody or to see anybody eating crow,figuratively or otherwise. We should all get together now and make a country in which everybody can eat turkey whenever he pleases.

"Incidentally, I want to say that despite what your commentators and polls said, your news coverage of my campaign was fair and comprehensive.

"Again, many thanks and regards,

Sincerely yours, H. S. T."

Another ray of humor filtered through when Eugene F. McDonald, Jr., of Chicago, President of the Zenith Radio Corporation, wearied of election polls, sent the following telegram to Col. Robert McCormick, publisher of the Chicago Tribune:

"The principal sunshine in the election returns is that they mean end of the roping gallopers or the galloping ropers."

Incidentally, one of the happiest men in Chicago was said to have been Colonel McCormick who was quoted as exclaiming at the time Dewey was named in Philadelphia, "Why nominate a man you can't elect?"

Our old friend Sol Taishoff of Broadcasting, observed that the election "made a boob of every public opinion pollster." Sol added:

". . . "hat about advertising's polls of consumer purchases and brand preferences? What about consumer panels? What about radio's own polls of program ratings? Does the abysmal flop of the political pollsters damn the radio researchers to the limbo of forgotten failures?

"These questions, being asked on all sides, stem in part from confusion about techniques. The political pollsters, asking people how they intended to vote, were engaging in 'predictive research.' Radio audiences are measured usually while people are in the act of listening.

"Certainly, all techniques of audience measurement, and particularly the predictive research, will receive a thorough examination and perhaps a considerable revision in the months ahead.. . .

"Thus, inadvertently, fuel is added to what has been a smouldering program-rating fire. We suspect it will be at white heat by National Association of Broadcasters' convention time next April."

In the light of the abuse heaped upon the pollsters, the newspapers 65% of which representing 78% of the country's circulation backed Dewey thus far has escaped with a minimum amount of attention. Of this Editor & Publisher has to say:

"Again, as in '36, '40, and '44, the Democratic presidential candidate won the electio n in the face of majority newspaper support for his Republican rival. Once again, the skeptics, critics and even the 'man in the street' are mumbling 'the newspapers don't reflect the interests of their readers', and 'you can't believe what you read in the newspapers.'

"Does this election of Truman with a two-million plurality, contrary to the predictions of the political poll takers, against the Dewey backing from 65% of the nation's dailies, mean any of these things?

"If we had what might be called a ' national press' in this country the charges could be made to stick. But we don't have a 'national press' any more than we have a 'national election.' Newspapers wield their editorial influence locally, are sold as a local medium to national advertisers, just as voting power is registered locally. Ou President is not elected by a national vote but by the sum total of his vote in each state. Similarly, our press has no uniform national influence but exerts whatever influence it has locally in an even greater geographical breakdown through the 1700 individual daily newspapers in more than 1400 different cities and towns."

Editor & Publisher even goes so far as to say that the pollsters may not suffer as a result of their election bust:

"The pollsters have lost a bit of their prestige among market and advertising researchers as a result of their bad guesses on the presidential election. There is no evidence, however, that demands for their services will drop to any important degree.

"That seems to be the consensus of a number of ad agency research heads polled by E & P (a spot-sampling, not a cross-section).

"'I think it was a good thing for the polling business', said one interviewee. 'Many researchers have been buying these services by their trade-marks, rather than by what they are. Undoubtedly, they will continue to use them, but they'll weigh them much more carefully and high-priced opinion research may have some tough going."

In a letter to the Washington Post, Margaret H. McDowell, of McLean, Va., wrote:

"The sorry plight of the Nation's poll-takers provides the complete answer to the advertisers, researchers, and all others who have so emphatically maintained that the American housewife likes soap operas. For the past several years, evidence of widespread dissatisfaction with these programs has been supposedly refuted by 'scientific' polls and poll-taking devices. The poll-takers have

asked us to believe that the American housewife has an infantile mind, interested only in romantic identifications with radio heroines.
* * * *

"The now discredited practice of poll taking should permit the planners and sponsors of daytime radio entertainment to recognize the obvious fact that American women are intelligent, mature and critical in their judgment."

Another phase of the embarrassment of the press and radio people was reported by Marshall Andrews in the Washington Post:

"Nearly 40 newspaper reporters and radio commentators were aboard President Truman's train during the last week of campaigning from Chicago through New England to New York. When the train left New York for what was thought was going to be the wake at Kansas City, it was two cars lighter and reporters and commentators had dwindled to 22.

"One or two more left Kansas City election day. Those who remained went through the kind of night reporters live for, and crowded the next day into the President's suite to add their presence and their voices to the hysterical bedlam in the small living room. They forgot their pessimistic forecasts in the overwhelming miracle that had occurred and even paid their bets with a lightheartedness uncommon in such matters.

"New faces began to appear in the pressroom on the fourth floor of the Muehlebach Hotel and later on the train. Candidate Truman suddenly was top news again.

"And likewise, President Truman again was the Great White Father of the Democratic Party, high on the box of the bandwagon with the reins in his hands."

There are now 42 press and radio men with President Truman at Key West.

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MRS. DURR, WIFE EX-FCC MEMBER, TRAILS IN VA. SENATORIAL RACE

Mrs. Virginia Foster Durr, wife of former Federal Communications Commissioner Durr, and sister-in-law of Supreme Court Justice Black, Wallace senatorial candidate in Virginia, polled only 4,276 votes as compared with Senator Robertson (D), who defeated Robert H. Woods, 237,912 to 111,199 in returns from 1,638 precincts.

Mrs. Durr in one of her last speeches before the election, charged that "foreign corporations" are able to keep control of that State's industry because they "keep Negro and white workers divided against one another."

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BROADCASTERS, MANFERS. ON THE BEAM FOR RADIO WEEK, NOV. 14

Radio manufacturers, broadcasters, including the networks, and radio stars will pay tribute to the radio industry on its 28th birthday in special programs during National Radio Week, beginning next Sunday, November 14. Many stations will carry spot announcements promoting the "Radio-in-Every-Room" campaign, and hundreds of broadcasters are expected to carry the "Voice of Democracy" transcribed talks by notable personages and transcribed spots by radio stars.

Approximately 500 full-page newspaper advertisements for cooperative dealer sponsorship during National Radio Week had been distributed by the RMA Advertising Committee by this week-end, according to W. B. McGill, Director of the N ational Radio Week Committee representing RMA and the National Association of Broadcasters.

These advertisements, which are also being made available to dealers as posters, are built around the RMA "Radio-in-Every-Room . . . Radio-for-Everyone" sales campaign theme. Mats and posters are being furnished to interested newspapers free of charge.

The National Radio Week advertisement and posters will emphasize that today's radios are superior in every respect to prewar models, and attention will be called to the technical advantages of FM and the new phonograph pick-up equipment available in new receivers.

Radio dealers in 2,000 or more cities and towns throughout the United States are being invited by chapters of the U. S. Junior Chamber of Commerce to participate in local "Voice of Democracy" contests in which 100,000 or more high school pupils are expected to enroll. Boston will have a Town Meeting for Radio Technicians during the first half of Radio Week, Nov. 15-17, under sponsorship of RMA.

Cooperation of the four national networks was assured with the release of tentative plans of the American Broadcasting Co., Columbia Broadcasting System, Mutual Broadcasting System, and National Broadcasting Company.

Telegrams offering other program assistance in the week's celebration have been received by NAB President Justin Miller from such network veterans as Fred Waring, H. V. Kaltenborn, Fibber McGee and Molly, Arthur Godfrey, Phillips H. Lord, Inc., and Ed Byron, producer of "Mr. District Attorney".

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Exclusive American television rights to 52 major British films, featuring such stars as James Mason, Gracie Fields and Michael Redgrave, have been acquired by the Columbia Broadcasting System.

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RCA COMMUNICATIONS 25-YEAR CLUB CELEBRATES IN N.Y., SAN FRAN.

The fifth annual dinner of the 25 Year Club of RCA Communications was held at the Downtown Athletic Club in New York on October 28th. The 25 Year Club now has 127 members, including the 30 employees who are celebrating their silver anniversaries this year. The Club was established at the suggestion of the late W. A. Winterbottom, formerly Vice President and General Manager of RCA Communications, who had completed more than 30 years' service at the time of his sudden death a few years ago. At the same time members of the West Coast staff of the Company celebrated the occasion with a dinner at the Domino Club in San Francisco.

As is the custom, each new member was presented with a watch and among those so honored was F. P. Guthrie, Assistant Vice President in charge of the Washington office, and E. C. Rundquist, now a member of the staff at the Rocky Point station of the Company but originally an operator at Station WRC in Washington.

Maj. Gen. Harry C. Ingles, who presented the watches to each new member of the Club, was practically the only person present who was not a veteran employee. The toastmaster was George E. McEwen, veteran Commercial Representative in New York, and in addition to General Ingles' remarks, brief addresses were made by Mr. E. J. Nally, now 89 years of age but still a member of the Board of Directors, and by General David Sarnoff, Chairman of the Board of RCA Communications.

At the head table were also Mr. C. H. Taylor, now retired, but formerly Chief Engineer of RCA Communications, and Mrs. Arthur H. Tuttle. Mr. Taylor's service with the Canadian Marconi Company began in 1899. Mrs. Tuttle, whose husband, the Treasurer of the parent company, is also a member of the Club in his own right, is the former Marjorie MacInnis, and was secretary to Mr. Winterbottom during his entire service as an executive of the Company. Her sister, the wife of Maj. E. H. Armstrong of Superheterodyne and FM fame, was secretary to David Sarnoff prior to her marriage.

"Those of us who think of radio as a comparatively new development are reminded by these meetings that many years of steady and consistent work were necessary to lay the foundations of the art", Mr. Guthrie said. "It is also a tribute to the stability of employment, and small personnel turnover, when a Company which has not a very large staff, comparatively speaking, has as many as 127 employees who have completed a quarter of a century of service."

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THE CONGRESSMAN WHO INVESTIGATED THE FCC

Drew Pearson in the Washington Post paid this post-election tribute to Representative Harness (R), of Indiana:

"When newsmen exposed Miller's operations for the power lobby, Harness started an investigation of Government propaganda; thunderously accused the Government of lobbying for health, housing and reclamation. He pushed passage of rider refusing appropriation for Reclamation Commissioner Mike Strauss for alleged propaganda, but meanwhile let the real estate and medical lobbies tell him what to do. Now Harness is defeated.

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BRITISH FILMS NEAR DEAL ON TELEVISION

Appointment of Norman Collins, a controller of the state-owned British Broadcasting Corporation's television service, to the new Board of Governors of the British Film Institute, announced in London this week, was taken in film and broadcasting circles there as confirming reports of plans for a close link between the film industry and the BBC's television services.

According to authoritative reports, the New York Times states the new Film Institute, which has obtained a generous grant from the Government, will form soon a "telecine committee", on which representatives of the film industry, the General Post Office and the BBC will sit. The Committee will pass upon proposals for televising of public events, such as boxing matches, horse races, football games and stage presentations for which the BBC itself could not afford to purchase television rights.

The proposal, which has reached the final stages of consideration, is that theatres wired for television put up funds to purchase television rights and make special charges for seats in their theatres for the public to view televised events on motion-picture screens.

For instance, in case of a big fight at Wembley Stadium, the promoter might be willing to have the contest televised but demand £25,000 (about $100,000) for television rights. Under Government regulations, BBC cannot pay more than £200 for television rights. The new plan would permit theatres to put up the difference and give them the right to advertise and hold special shows charging special prices.

So far, the J. Arthur Rank organization and the Monsiegnor News Reel Theatre chain are the only two companies pressing for the new facilities, but it is expected that other chains and independents would come into the deal once it was formally launched.

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MRS. ROOSEVELT MAKES PAGE 1 IN NEW BROADCAST SERIES

Mrs. Roosevelt proved to be her own best press agent when she socked the Dixiecrats in the first of a series of new broadcasts from the U.N. in Paris, last Monday. Mrs. Roosevelt also in an apparent effort to get herself back on the Truman bandwagon said she would like to see the permanent ousting of the Southerners from the Democratic Party.

Mrs. Roosevelt made her statement in the first of a series of American Broadcasting Co. programs entitled, "Eleanor and Anna Roosevelt". The program each Monday at 10:45 A.M. features Mrs. Roosevelt and her daughter, Anna Roosevelt Boettiger, in a "combination of forum and commentary."

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PETRILLO, RECORD MAKERS REACH ACCORD ON REMOVING BAN

A new labor contract ending the 10-month union ban on making musical recordings has been reached between the American Federation of Musicians, AFL, and the recording industry, it was announced on Tuesday, November 9.

The making of new records was expected to start within hours after the contract is given approval by the Attorney General's office. It will be submitted in Washington today.

A.F.M. President James F. Petrillo ordered the 125,000 union members to cease making recordsing Jan. 1 when contracts expired and the Taft-Hartley law made illegal the old contract provision for a royalty on each record to be paid into the union welfare fund. About 7,000 recording musicians actually were affected.

The union and the companies previously had come to terms on a trust agreement providing for payment of royalties from records into a form of union welfare fund. The fund will be administered by a n impartial trustee to employ jobless musicians for free public concerts.

In addition to revising the method of financing the welfare fund, the new contract increases the wage scale for musicians, making recordings. Under the old contract, musicians received $41.25 for a basic three-hour recording session and $13.75 for each half hour of overtime.

Frank White,President of Columbia Records, Inc., spokesman for a committee representing the industry, announced that both sides had "come to an understanding on the form of a trust agreement and the labor contract which have been under discussion during recent weeks."

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CONFEREES STUDY RELATION OF CRIME TO FILMS, RADIO

How to keep comic strips, movies and radio thrill-dramas from making criminals of American youth was the subject in Washington Monday and Tuesday of a conference sponsored by the American Bar Association.

George Maurice Morris, attorney and spokesman for the conference, said no conclusions were reached: that representatives of all groups concerned gave frank expressions of their views.

Attending the two-day conference at the Mayflower, he said, were representatives of publishers, motion picture producers, advertising agencies and the bar association.

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RECALLS EARLY DAYS OF STARZEL, NEW AP HEAD; ALSO GALLUP

The appointment of Frank J. Starzel as General Manager of the Associated Press caused Larry Wolters, Chicago Tribune radio and television editor, to recall Starzel's campus journalism days at the University of Iowa. Also Larry knew another celebrity, one whose name became a household word following the election.

Back in 1928, Wolters succeeded George Gallup as editor of the Daily Iowan. Wolters, in turn, appointed Frank Starzel, who had come to the Iowa campus the year previous from Notre Dame, as Managing Editor of the student newspaper.

"Starzel had left Notre Dame, where he had played football and was injured so he could no longer play, and had come to the University of Iowa to complete his college work in the State where his father owned a semi-weekly", Mr. Wolters was quoted as saying in the Editor and Publisher.

"Frank worked hard as managing editor his junior year and was slated to become editor-in-chief his senior year. But, through some unusual professorial action, the society editor of the Daily Iowan was appointed by the publication's board. The appointment at the time, not only stunned Frank, but the entire Iowan staff."

Mr. Wolters related how Starzel left college and became Managing Editor of the Iowa City Press Citizen, demonstrating to his college professors that they had overlooked a promising young newspaperman, who continued his climb upward in the newspaper business, joining AP in 1929 and becoming AP General Manager at the age of 44.

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WICHITA GIRL FIRST "VOICE OF DEMOCRACY" WINNER

Miss Joan Olden, a 15-year old pupil in the Cathedral High School of Wichita, Kans., is the first local winner in the nationwide "Voice of Democracy" contest to qualify for state eliminations, it was announced today.

The contest, open to all pupils of the 10th, 11th, and 12th grades, is sponsored jointly in connection with National Radio Week by the U. S. Junior Chamber of Commerce, the Radio Manufacturers' Association, and the National Association of Broadcasters. It has the endorsement of the U. S. Office of Education. Contestants write and deliver five-minute broadcast scripts on the subject "I Speak for Democracy".

More than 100,000 high school pupils are expected to enroll in the National Radio Week contest which will be formally launched the week of November 14-20.

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"TV FUTURE RESPONSIBILITY RESTS WITH PEOPLE", STANTON, CBS

The first responsibility for what television will become rests with the American people, Frank Stanton, President of the Columbia Broadcasting System, Monday night (Nov. 8) told the nationwide Columbia network radio audience.

Mr. Stanton spoke on the opening broadcast of the new CBS conversational-interview series, "You and..." Opening week's programs are devoted to the subject "You and Television", with Lyman Bryson, CBS Counselor on Public Affairs, doing the interviewing (CBS, Monday-Friday, 6:15-6:30 P.M. EST).

"Television", said Mr. Stanton, "like radio should be a medium for the majority of Americans, not for any small or special groups. Therefore its programming should be largely pattenred for what these majority audiences like and want.

"I say 'largely' rather than 'entirely' because we do not want, nor intend to ignore minority interests in television programming any more than we do in radio. Ideally, there should be something on the air for everyone, whether this is television or radio air. And since the whole purpose of television programming is to attract and please the audience, you can be assured that we will get something on the air for everyone, as much as it is humanly possible."

Another reason television must please its audience, thus giving the American people themselves control of television programming, Mr. Stanton pointed out, is that television "must pay its own way."

"Television does not operate in America, anymore than radio, under any system of government subsidy or government funds", he said. "This is a different system than is common in other countries, where radio - and presumably television - will be operated and controlled by the government. What this means, in these other countries, is government control of programming. The people there can only hear what the government thinks they should hear. That's very different from the American system of putting on the air what the people want to hear."

That does not mean, however, that the government has no function to perform in American radio and television, Mr, Stanton said, adding:

"There is a very vital function the government performs that has made an extremely important contribution to the development of radio, and will do so again in the development of television.

"The Federal Communications Commission has the responsibility for deciding just where television stations will be located, how many of them there will be, and when they can be built. This involves many complex engineering and economic factors to insure maximum service in any area, and for the nation as a whole, and we broadcasters are giving all the possible help we can to the Commission in its engineering planning.

"The Commission also has the responsibility to regulate the technical operation of television and radio stations generally, and to insure their general operation in the public interest. But in accordance with our deepest American tradition of freedom of the press, of speech and of radio, the Commission, we feel, does not have the power to control what particular types of programs television or radio may offer to the audience. Only the people, in the final analysis, can vote yes or no on that."

Development of television networks, Mr. Stanton said, will play a major part in the future of television, as it has in radio. In fact, he pointed out, networks seem even more essential to television than they proved to be to radio, for "programming costs to the individual station are so very much higher in television than in radio, that only by sharing these costs over many stations can the quality and scope of television programs be consistently expanded."

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ASSERT SAME THING THAT HAPPENED TO TRUMAN HAPPENED TO FMA

"Charged with the current of progressive thinking that is electrifying postwar America, FM broadcasting has grown 100-fold from a $10,000,000 business in 1946 to a billion-dollar industry", the FM Association stated today (Wednesday, November 10).

"A survey, revealing FM's astounding growth, was begun by the FM Association late last Summer under the regime of Everett L. Dillard, who retired as Association president in late September.

"The same thing happened to President Truman that has happened to FM", said an FMA statement. "In the past two years FM has become strongly entrenched in the hearts of the people. This is evidenced in the growing demands for FM sets as new stations begin operations almost daily."

"Many top personalities in radio failed to see FM's future", commented Mr. Dillard after checking results of the survey. "They overlooked the facts. The political pollsters in the recent Presidential campaign likewise became aware that the facts did not support the theories."

The former FMA president has kept in close touch with FM developments since the advanced art of broadcasting was introduced to the public in November, 1935, by its inventor, Dr. Edwin Howard Armstrong. Mr. Dillard heads the first post-war commercial FM network - Continental Network, and operates two independent FM stations, the pioneer KOZY, in Kansas City, Mo., and WASH, in Washington, D.C.

When the third quarter of 1948 closed September 30, RMA member manufacturers had produced a total of 2,409,522 FM units. It is conservatively estimated that an additional 175,000 FM sets were incorporated in postwar television receivers produced by RMA members but not reported as FM units by the RMA.

Another 300,000 FM units were estimated to have been turned out by non-members of the RMA, the FMA statement continues, bringing the total as of September 30, 1948, to approximately 2,880,000, an increase of 2,794%. FM stations on the air have increased 942% since 1946.

In line with the vast expansion of FM as an industry, the FM Association also has grown. Since offices were opened in Washington, Feb. 1, 1947, the FMA membership has jumped 266%, the Association reported.

"Straight FM sets at less than $30 are now on the market", said the FMA. "Table model FM-AM receivers selling at less than $60 also are available. Soon we will have FM sets for automobiles and FM in battery portables. Why? Because the American people are demanding them. These are facts uncovered by the FMA in its Progress Study.

"The sooner the radio industry as a whole begins dealing in facts concerning FM, rather than theory and opinion, the sooner the 'experts' will realize that they're wrong if they feel the people of the United States don't want FM. They certainly do."

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METAL TUBES USED IN DU MONT VIDEO

Allen B. Du Mont Laboratories, Inc. last week introduced four new television receivers with fifteen-inch metal cathode ray direct viewing tubes at a dealer showing in the Pierre Hotel, New York City. The company is the first major producer to place television sets with metal tubes on the market.

Ernest A. Marx, General Sales Manager of the Receiver Division, declared that quantity production of metal tubes is the first concrete step taken to reduce prices of television shortage bottleneck. He said they can be manufactured more cheaply than all-glass tubes and will force glass blank producers to lower their prices. Savings effected in tube production costs will be reflected in lower end-product prices, according to Mr. Marx.

Tube construction is in the form of a chrome steel cone which seals the actual viewing face made of glass. No performance difference is evident between all-glass and metal tubes, according to Irving G. Rosenberg, General Manager of the Tube Division. He emphasized that DuMont, which acts as quantity tube supplier for other manufacturers, will use the metal tubes to fill its own needs for some time before shipping to competitors.

Mr. Rosenberg also stressed that the metal tubes were developed to aid in breaking the tube bottleneck only and added that production will still center on all-glass tubes. He pointed out, however, that metal tubes will be used in some twelve and twenty-inch models.

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SCISSORS AND PASTE

After the Victory Bawl!

(Mary Van Rensselaer Thayer, in "The Washington Post")

Starting around 10:30 Tuesday evening, red faces became de rigeuer in our fancier fashionable, as well as intellectual, circles. At that hour what promised to be a frenzied Republican victory party at the Statler was beginning to dissolve into exceedingly thin and chilly air. Instead of bright lights and whoopee, like Mickey Mouses scurrying from a burning building, sober Republicans exited from the side door in a steady stream. Turning up collars, tightening furs against damp, not as much as a dimple was shown, there wasn't a smile in a carload.

Upstairs suite after suite was semifilled with stunned Deweyites. The largest room, equipped like a theater, offered television and a ceiling-high blackboard for chalking up returns. As the audience began to melt a brace of pretty girls stepped to the microphone, launched a round of songs. The audience responded lukewarmly, voices quavering unhappily off key.

In the corridors radio men set up shop, sitting on sofas, murmuring confidentially into their mikes. When one signed off, the chief broadcaster linked his office: "No, no, no, NO! We've given you everything we've got. We don't know any more than you!" he snarled sourly.

Intruders were barred from a door marked "Press". "We're not serving drinks", snapped the distrait guardian.

In smaller rooms where important Dewey workers beehived, radios droned unheeded, talk rippled low "Illinois, California, New York, Pennsylvania, Ohio" ran the mumbled refrain. Small groups huddled, searching some out, balancing electoral, popular votes like overloaded jugglers. Gloom was a physical fact, you could practically lay hold of it, touch it with a finger.

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"What, Me Climb Up There?"

("Variety")

The question of making annual inspections of high radio and television sending towers in St. Louis has become a perplexing one for Building Commissioner A. H. Baum, who sees a solution by the introduction of an ordinance requiring radio stations to hire and pay competent engineers to make the inspections.

In addition, the ordinance will require the radio stations to pay a $2 annual fee for the filing of the engineers' reports.

Baum said, "I wouldn't send one of my men out to do it. And I wouldn't climb one of those towers myself. Yet, they can't be inspected from the sidewalk."

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O'Dwyer And Radio
("Editor & Publisher")

New York's Mayor William O'Dwyer told members of the Federal Communications Commission last week that it may become necessary for the city to have its own radio station "to tell our own side of the story in our own way." (New York City already has its own station, WNYC, and the Mayor was originally pleading on behalf of its petition for authority to broadcast election night returns. FCC denied the appeal this week.)

Mayor O'Dwyer's statement about the necessity of telling "our own story" was prefaced by an insinuation that newspapers and radio stations do not now tell the city administration's own story adequately or fairly.

He implies, therefore, that if the administration doesn't get a "better break" in news and editorials WNYC may be forced to become a strictly propaganda station for the city. Such a development would not only be contrary to rulings of the Federal Communications Commission but against the public interest.

Firstly, the Commission has not yet ruled that radio stations may broadcast their own "editorial policy." The activity proposed by O'Dwyer would certainly give WNYC such a policy.

Secondly, when governments (local, or otherwise) start using communications facilities for their own ends they become strictly propaganda organs and perform only one function - to perpetuate the administration in office.

We hope the FCC will guard against this, or any succeeding administration, turning the city-owned radio station into a 100% propaganda organ for the selfish aims of incumbent politicians.

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British Have New Television Camera
(Wm. Holt in BBC Magazine "London Calling")

The latest product of the factories I have visited is an entirely new television camera that is many times more sensitive than the ordinary kind in use today. Outdoor broadcasts will now be possible until dark. In the case of sporting events, poor light will stop play before it stops television. The firm also claims that viewers will be able to enjoy television in a room where there is just enough light for other people to read, or write, or knit.

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"Candid Microphone" Dropped Lacking Sponsor
("Variety")

Chalk up another K.O. for the Sad Saga of Sameness. "Candid Microphone", despite the kudos it piled up as one of the freshest radio ideas to come along, has been shown the exit door, for want of a sponsor.

One of the most talked-about shows of recent years, Allen Funt's stanza was optioned many times and ABC program veepee "Bud" Barry steadfastly believed it would eventually land a bankroller. When the budget axe fell recently, however, and "Mike" still was sponsorless, Barry reluctantly loped it off. The filmed version, though will stay on ABC-TV.

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TRADE NOTES

Lon A. Cearley has been elected Vice President and Controller of RCA Communications, Inc., 66 Broad Street, New York City, it was announced Monday by H. C. Ingles, President. Mr. Cearley, a native of Arkansas, joined RCA Communications in February, 1945. He previously served as Chief Accountant of the Arkansas Department of Public Utilities and as Accountant-in-Charge of the St. Louis and New York offices of the Federal Communications Commission.

Philco Corporation and 43 of its distributors in "television cities" have provided thorough training courses in television installation, maintenance and repair to more than 5,000 servicemen.

The "transistor", an electronic device expected to replace the radio tube, will be demonstrated at a meeting of the Washington chapter of the Armed Forces Communication Association at 6:30 P.M., November 18 in the officers' club at Fort Leslie J. McNair. The device will be demonstrated by Dr. J. W. McRae, Director of Electronic and Television Research for the Bell Telephone Company. Dr. McRae also will discuss current research in connection with microwave transmission, electron tubes and fundamental physics, Frederick G. Macarow, chapter president, said.

John F. Hardesty, Sales Promotion and Publicity Director for Station WOL, Washington, is resigning from that position as of December 1 in order to assume the post of Director of Special Events, Publicity and Sales Promotion for Television Station WOIC, Washington.

A mechano-electronic triode transducer, first commercial electronic device capable of translating mechanical vibration into audible or visual signals, has been announced by the Tube Department of the Radio Corporation of America.

The new measuring instrument is an electron tube, smaller in diameter than a cigarette, only half as long, and weighing 1/16 of an ounce. The diameter is only 0.328 inch. The tube is capable of measuring vibrations as delicate as those caused by a fly walking on a steel beam or those of a remote earthquake.

A revised map of the standard time zones of the United States and adjacent parts of Canada and Mexico has been issued as Miscellaneous Publication M190 of the National Bureau of Standards. The time zone boundaries, based on the most recent rulings of the Interstate Commerce Commission, are shown as of January 1, 1948. This map is available only from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., at 15 cents a copy.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

Founded in 1924

NATIONAL BROADCASTING CO. Inc.
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No. 1851

Mr. B

November 17, 1948

DR. ARMSTRONG O.K'S "PHONEVISION" AS "THOROUGHLY WORKABLE"

In an endorsement of the system of television by telephone, known as "Phonevision", devised by the Zenith Radio Corporation, Dr. Edwin H. Armstrong, outstanding radio engineer, stated last week that it was entirely feasible. In fact, Dr. Armstrong, himself the inventor of the superheterodyne radio circuit and the method of eliminating static in radio by means of frequency modulation (FM), recalled that some years ago he had tried out the "phonevision" idea but had to give up the experiments because of the demands upon his time in developing FM.

With regard to "phonevision", Dr. Armstrong, who is Professor of Electricity at Columbia University, wrote to Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, as follows:

"As I promised you in Chicago, I am writing to tell you my opinion of your phonevision system, after having thought over carefully the demonstration that I saw. I am satisfied from the experiment that I saw at Mr. Brown's house in Glencoe that the system is a thoroughly workable and practicable one and that the method of accomplishing the results is novel.

"Almost fifteen years ago I had the idea of transmitting a part of the television picture over the telephone lines and eliminating that part from the picture transmitted by the radio circuit, with the same purpose you have in mind -- furnishing the solution of the 'box office' problem. However, the methods that I used would not work out on the existing telephone lines and as I had the FM system to develop I did not continue work on it. The scheme that you are using today did not occur to me.

"Your boys have exercised an extraordinary amount of ingenuity not merely in overcoming existing troubles but in arriving at a solution for difficulties that may arise in connection with the commercial installation of the system on a large scale, and I am quite satisfied that you now have the technical solution of the box office problem. After having overcome the technical difficulties, all you have left to overcome are those forces set in motion by men, the workings of which are known to both of us from our experience in getting the FM system into operation.

"You understand, of course, that the last thing I want to do is to assume the role of an expert in the field of commercial exploitation, and while I would not want to say that television stations may not support themselves in other ways, it looks to me as though the greatest attraction of all -- movies in the home -- will have to be paid for directly, and phonevision seems to me to be the only way to do it."

Although accompanied by little publicity, it has been known for sometime that high officials of the Federal Communications Commission and top executives of the broadcasting industry have personally

witnessed demonstrations of "phonevision" in Chicago. Among these have been Wayne Coy, Chairman of the Federal Communications Commission, FCC Commissioner George E. Sterling, formerly Chief Engineer of the Commission, Niles Trammell, President of the National Broadcasting Company; Dr. Frank Stanton, President of the Columbia Broadcasting System; Edgar Kobak, President of the Mutual Broadcasting System, Commander T.A.M. Craven, former FCC Commissioner and Chief Engineer, now Vice-President of the Cowles Broadcasting Company, and W.R.G. Baker, Vice-President in charge of television of the General Electric Company and whose television station WRGB at Schenectady bears his initials.

Likewise it is no secret that motion picture industry people are also following the development of "phonevision" and among those who have witnessed demonstrations in Chicago recently have been Eric A. Johnston, President of the Motion Picture Association of America, Charles Moscourtz, Vice-President of Metro-Goldwyn-Mayer, and others.

Most of those who have sought a close-up of "phonevision" have done so from the program content or box office standpoint but Dr. Armstrong is the first one to appraise it from a technical angle.

Contending that advertisers haven't sufficient money to pay for the type of continuous television programs that will be necessary, Commander McDonald has been telling his visitors:

"I have not been a televisionary or an economic ostrich. For twenty years I have been saying that television would be a great industry one day, but it would be economically sound only when a box office for television is found. That box office has been found.

"In the very near future, you will be able to pick up your telephone receiver and say to the telephone company, "I want to see 'Gone With the Wind' tonight in my home.' For a fee, which I believe will be about one dollar, which will be added to your bill by the telephone company, you may see this picture in your home. The movie producer can receive about 50 per cent of this dollar. The other 50 per cent can be divided between the television broadcaster and the telephone company.

"'Phonevision' makes television give a dual service. The television set of the future (and the first of these should be on the market in the Fall) will provide two types of television programs -- one that the television set owner receives free and the other, Phonevision, which will permit the same television set to receive, over the telephone wire for a fee, the pay-as-you-see movies. The additional cost to make a television set receive Phonevision is negligible (under five dollars)."

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SKOURAS SEES U.S. TV-FILM MERGER

A majority of bigger theatres will be equipped for large screen television by 1952, is the prediction of Spyros Skouras, President of 20th Century-Fox. And by 1955, he is convinced, video and movies will be woven into one great entertainment industry.

Text of Skouras' statement follows, as prepared expressly for The H ollywood Reporter' s booklet, "Television - And What The Motion Picture Industry is Thinking and Doing About It", soon to be issued:

"Large screen theatre television is moving ahead rapidly and by 1952 a majority of important theatres in the country will be equipped for television projection. The motion picture industry will then receive its greatest impetus since the advent of sound. It will be possible to form a large circuit of theatres numbering as many as 3000 or more and situated throughout the country.

"Because of their number they will be able to put on a type of entertainment that no single theatre could possibly afford. Obviously such programs could not be commercially telecast for free home consumption because of the cost. Feature films, of course, will always be the basic attraction in theatres; around them the television program will be built. For example, a theatre chain will be able to present symphony orchestras, concert artists, and popular entertainers, all on the same program. They will also be able to present adaptations of musical comedy hits, successful plays and famous operas.

"Because of the wide variety of people to whom such programs will appeal, theatre patronage will increase tremendously. Last June, 20th Century-Fox, using equipment developed in collaboration with RCA and Warner Bros., successfully projected the Louis-Walcott fight on the screen of the Fox Theatre in Philadelphia. This was the first time a major news or sports event originating at a distant point - in this case New York - was projected directly on a theatre screen in another city. The response of the audience was enthusiastic.

"Television will revolutionize the entire entertainment industry. The film business will benefit, after an adjustment period, because a large part of its overhead and distribution costs will be substantially reduced. And, since feature films will always be basic fare on theatre programs, more good pictures will be required than ever before. It is my opinion that within seven years, television and motion pictures will be woven into one big entertainment industry. Home and theatre television will complement each other.

"The 40 to 50 million people who cannot go to theatres, either because they live in remote areas or because the order of their lives makes it impossible for them to do so, will take advantage of home television. The other millions will find their principal entertainment source in the movies. There is no question that in television the motion picture industry faces an immediate challenge, but it has at the same time the greatest opportunity of its history to open up new and unprecedented entertainment frontiers."

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BRITISH MOVIES AND BBC SEAL TELEVISION PACT

The British film industry and the British Broadcasting Corporation reached reciprocal agreement in London last week on an exchange of motion picture and television programs. Under the deal, the motion picture industry will supply films to the BBC for television showing, and in return, according to the New York Herald-Tribune, will get the rights to put BBC television features on the screens of Britain's movie houses. Details are yet to be worked out but at least six big London movie houses already are being wired for screening television; probably BBC current events features to start with.

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NEW YORK AD EXECUTIVE JOINS DON LEE NETWORK

Appointment of Ward D. Ingrim of the New York office of John Blair and Co., national advertising representatives, as Director of Advertising for the Mutual Don Lee Broadcasting System, was announced in Hollywood this week by Lewis Allen Weiss, network President and Mutual Board Chairman.

In his newly created post, Mr. Ingrim will have charge of all selling, advertising and promotion for the network of 55 stations and also will be in charge of all Western Mutual Network sales.

Mr. Ingrim, a native Californian, was made Sales Manager of Don Lee station KFRC in San Francisco by the late Tom Breneman when the latter was station manager there in 1936, and subsequently became Assistant Manager to William D. Pabst, who succeeded Breneman as Manager.

Mr. Ingrim was graduated from the University of California in 1931 with a B achelor of Science degree. He then joined radio station KJBS in San Francisco where he remained four years, most of the period in the Sales Department.

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U.S. CHAMBER FEATURES BROADCASTS; STUDIO COMPARABLE TO NETS

The United States Chamber of Commerce is currently producing a coast-to-coast radio series over the network of the American Broadcasting Company under the title "Let Freedom Ring". It is broadcast at 10:30 P.M. EST, every Tuesday night from the Hall of Flags in the National Chamber Building in Washington.

There are several unusual features involved. For these broadcasts the National Chamber has built sound effects comparable to those employed by the networks in Hollywood and New York. A portable control booth has been installed. Damping screens had to be installed to minimize the echo in the large auditorium.

The broadcast of Tuesday, November 23rd, will tell about the founding and growth of Sears, Roebuck and Company. The last broadcast of the month - November 30 - will be a story of oil coming to the Cajun country of Louisiana - pioneering work of Standard Oil.

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SERVICING HOME SETS BECOMING BIG BUSINESS, SAYS BALCOM, RMA

In a Radio Week pep talk, Max F. Balcom, Vice-President of the Sylvania Electric Products, Inc., and President of the Radio Manufacturers' Association, gave to a "town meeting" of the Boston Radio Technicians last Monday night, he said in part:

"The servicing of home receivers, particularly the new TV sets, is rapidly becoming a big business, and it will require well trained technicians who are familiar with the instrument they are servicing and the most modern techniques for detecting and correctint any trouble that may develop.

"All of us in the radio industry are having to, in effect, go back to school to keep abreast of the rapid developments in television. While closely akin to radio, television is different in so many respects that everyone - from the design engineer to the dealer-salesman - has had to start from scratch to produce and market this new and exciting product. Television requires new production techniques and know-how. It requires new marketing and selling methods. And TV sets require new servicing knowledge and practices. * * * *

"No competent radio technician today need have any fear that television or any other new broadcasting service will put him out of business. On the contrary, his chances for increasing his profits and making his economic position more secure were never so good as they are today. But he will have to do what every other professional man has to do - learn everything he can about new equipment and techniques as they appear in his field.

"There are many reasons why television and, to a lesser degree, FM broadcasting have made all of our jobs more difficult and more painstaking. However, there is one obvious reason why neither an incompetent set manufacturer nor an untrained serviceman can hope to stay in the television business very long. That is because, in broadcasting at least, the ear is much easier to fool than the eye.

"No doubt all of you have met the radio listener who is so used to listening to the distorted tone of his old radio that he thinks there's something wrong when he hears the clear tones of a modern set. Many listeners are tone deaf or have tin ears and consequently fail to appreciate the high quality reception and amplification found in today's better radios. The ability of an FM receiver to reproduce music with much higher tonal ranges than can an AM set, for instance, means little to such listeners.

"However, almost anyone, whether or not he wears glasses, can immediately detect a faulty television picture. He doesn't need a musical education to note that reception is distorted or unclear. And he's even more at loss than he was with his radio as to what he can do about it. So he just picks up the phone and calls a serviceman or the dealer from whom he bought it.

"Similarly, this televiewer may not have the slightest idea what your're doing when you repair his TV set, but you'll hear from him mighty quick if the results aren's satisfactory.

"The radio technician today is one of the most important factors in the industry in this rapidly expanding television field. Unless a television set owner can get proper servicing, he may soon lose his initial enthusiasm for this new medium for home entertainment or even turn sour against it. A shortage of qualified television servicemen may prove a deterrent to television set buying and thus actually reduce receiver production and sales.

"Moreover, the radio technician who calls at a home to install or service a TV or radio set is the liaison man between the set manufacturer and the buyer. He is in a position to do an excellent public relations job for the industry because of his personal contact with the set owner - a contact the manufacturer seldom, if ever, makes."

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MULLEN ASSURES FCC RICHARDS STATIONS CHARGES UNFOUNDED

Frank E. Mullen, President of the three radio stations controlled by G. A. Richards, KMPC, Los Angeles, WGAR, Cleveland, O., and WJR, Detroit, has expressed fullest confidence that "news-slanting" and other charges made against Mr. Richards will be disproved.

Mr. Mullen, formerly Vice-President and General Manager of the National Broadcasting Company, made this statement in connection with an announcement by the FCC that it would hold public hearings on the manner in which news broadcasts had been handled by three large radio stations controlled by G. A. Richards of Los Angeles.

The Radio News Club of Los Angeles, composed of radio station employees there, filed a formal complaint with the FCC last February concerning KMPC's news broadcasts.

The complaint alleged that Mr. Richards had instructed his staff that news concerning specified individuals, groups and events "should be slanted, distorted, treated in a fashion specified by Richards in order to promote his private views and interests" in the political, social and economic fields.

The Club alleged that one KMPC employee was dismissed for failure to follow the alleged instructions.

The Commission, on its own motion, broadened the resulting investigation to include news broadcasting by WGAR and WJR, the other Richards stations.

Today's announcement said the Commission investigation had developed evidence "tending to substantiate the information submitted by Radio News Club."

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COY, FCC, AGAIN WARNS RADIO, MOVIES, TV MAY CUT THEIR REVENUE

At "Television Day" of Radio Week staged by the Rotary Club of Chicago yesterday (Nov. 16),Wayne Coy, Chairman of the Federal Communications Commission said that where the advertising support will come from to support television is a matter of conjecture.

"Many people in the industry believe that television will not necessarily get its advertising support by depriving other media of its present advertising support", Chairman Coy said. "They point to the fact that with the advent of radio, it was believed that we had already reached the all-time high advertising expenditure.

"Those expenditures in 1927 were less than five hundred million dollars. In 1947 the advertising volume on radio alone was in excess of the total of all advertising expenditures in 1927. And, the total expenditure for the major media were in excess of two billions of dollars.

"Sound broadcasting has not been particularly successful in tapping any substantial portions of the advertising budgets of department stores and similar retail services. Television, as a demonstration sales medium, may be able to tap this source without serious adverse effects on radio advertising. But it may have serious consequences in terms of newspapers and magazines.

"My own impression is that as television grows, there may be a temporary loss of advertising volume by one medium or another to television, but that in the long run television will serve to create larger advertising expenditures. Perhaps the most significant thing of all in terms of the competition of the various media for the advertising dollar will be the kinds of adjustments which the various media will make.

"The great industry of sound broadcasting, with its 3,000 stations in operation or under construction, is in for serious readjustments. When television comes into a home, the interest swings sharply away from the sound broadcasting set. A recent check indicates that people who own television sets use those sets twice as much as people in non-television homes use their radio sets. As television progresses, persons conducting both television and sound radio stations will, I believe, abandon the latter to concentrate on the former because of the incompatibility of the two services under one management.

"Sound broadcasting in the metropolitan areas will always be necessary to supplement television. In the rural areas it will be expanded.

"Newspapers will need to readjust to new competitive conditions when thousands of their subscribers see and hear the big news events of the day just as they happen.

"The motion picture industry seems to be in for a period of great readjustment. This new electronic medium, television, becomes a competitor to the motion picture exhibitor in more ways than one.

Surveys show that when families acquire television sets their attendance at theaters dwindles seriously. Theaters may meet this challenge by improving their programming, and it is altogether possible that they may use the very art of television to bring to their theaters outstanding public events simultaneously with television. Until there is a saturation of television receivers in this country, there will certainly be a large audience for such events in theaters.

"The phenomenal growth which television has had and the predictions for its future development have been accompanied by all sorts of dire predictions as to the future of other media of information, entertainment and education. I think it is certain enough that television itself has a very bright future and that within a very few years it will grow to be a tremendous industry. I think it is likewise equally certain that the growth of television is destined to have far reaching effects on other means of information, entertainment and education. But it seems to me to be a serious mistake to suppose that television must inevitably grow as an incubus, by sucking out the life blood of other media.

"Contrariwise, I think it would be most unfortunate for the economic well-being of our country if other media should stick their heads in the sands and assume that this new development may not affect them adversely. In the first place, television is going to get its audience from someone. In fact, it may get its audience from a composite of places -- from radio, from the movie houses, from the legitimate theaters, and from sports events, and it may attract listeners who otherwise devote their time to reading the newspapers and the magazines. It's a cinch that no one can listen to the radio and watch television at the same time. It's a sure bet that no one can attend a prize fight and see a televised vaudeville show at the same time. There will be competition between these events and the different media. But the indications are that television is going to be the most dynamic media of all in terms of attracting audience -- that is, if the programming of this new service is of high quality."

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RADIO INVENTORS KEPT BUSY

The Radio Corporation of America last week received patent rights in an electrolytic signal recording system patented (No. 2,453-484) by Charles J. Young of Princeton, N. J.; a sound-to-image transducing system apparatus for ascertaining the structure of an object in water (No. 2,453,502) by Glenn L. Dimmick of Indianapolis, Ind.; and an electrostatic microwave energy measuring apparatus (No. 2,453-533) by Lowell E. Norton of Princeton Junction, N. J.

A field-intensity indicator for high-frequency radio waves (No. 2,453,160) was patented by Abraham Ringer of Eatontown, N.J., and assigned to the United States as represented by the Secretary of War; a searchlight control system (No. 2,453,175) by Donald A. Youngson and Robert E. Matthews of Devon, Conn., assignors to the General Electric Company, and a microwave power measuring apparatus (No. 2,453-283) by John W. Tiley of Philadelphia and David E. Sunstein of Elkins Park, Pa., assignors to the Philco Corporation.

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SEN. BRIDGES QUESTIONS RADIO, MOVIE, SALES SERVICE

The question of whether some top-flight radio and screen performers are paying their full share of income taxes was raised by Senator Styles Bridges, Republican, of New Hampshire.

Writing to George J. Schoeneman, Commissioner of Internal Revenue, Mr. Bridges said, according to the New York Times, he had been advised that some stars had contracted their services on a "sale of a business" basis and that the sale had been negotiated under the capital gains provisions of the tax laws.

"It is my understanding", the Senator said, "that the result is an avoidance of normal income tax payments on personal income derived from personal services rendered."

(The capital gains rate is a flat 25 per cent, while income tax rates graduate to about 75 per cent.)

Without naming any persons, Mr. Bridges stated that he understood further that other "sales of services" were being planned, then added:

"I am told that officials of the Bureau of Internal Revenue have made an official ruling regarding the legality of these transactions, and I should like to be informed regarding that ruling and the basis for it.

"It is apparent that this 'sale of a business' procedure by high salaried persons whose income is derived from what is ordinarily considered to be personal services is resulting in a loss of revenue to the Government, and if continued the total loss would be sizable.

"Therefore, I should appreciate it very much if you would make available to me at your earliest convenience a copy of the Bureau of Internal Revenue ruling which I am told has been made and inform me regarding the basis for that ruling."

Mr. Bridges said that he would present any information he received to Senator Eugene D. Millikin of Colorado, Chairman of the Finance Committee, which handles revisions of tax laws.

At the Bureau of Internal Revenue, it was said that no official general ruling had been made, but that there had been "correspondence" in connection with such sales of service.

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The New York Police Department will acquire 350 new radio cars in the near future, some 175 of which will be used to replace old equipment. He said that 100 new motorcycles and thirty-three new sidecar motorcycles also would be added soon, all radio equipped.

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RADIO STATIONS FILE CONTEMPT CASE ANSWERS

Four of five Baltimore area radio stations cited for contempt for handling of news concerning the Eugene James murder case have now filed answers to the charges, according to an Associated Press report Monday, November 15.

The latest reply, from Station WITH and its News Editor James P. Connolly, charges the controversial Baltimore court rule under which the stations were held in contempt is unconstitutional.

Supreme bench Rule 904 prohibits publication or broadcast of information about an accused man if the information is obtained between the time of his arrest and the time of his trial.

WITH and Connolly contended that James, who was sentenced last week to be hanged for the knife-slaying of 11-year old Marsha Brill, was not in custody of the court at the time the alleged contempt was committed.

They said the information they broadcast after James was arrested was obtained by telephone from a "responsible public official" at 7 P.M., July 8. James, they claimed, was not formally charged until 45 minutes later.

In addition, they contended the alleged offense did not constitute a "clear and present danger . . . to the impartial administration of justice"; that Supreme Bench Rule 904 violates the declaration of rights and is a restrain on publication, that the rule is discriminatory.

In previous replies, WFBR and WCBM called the rule vague and indefinite and a violation of freedom of the press.

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DECLINE IN CUBA'S RADIO IMPORTS

Cuban imports of radio receivers during the first 8 months of 1948 totaled 56,275 units valued at $1,497,914, compared with 90,303 units valued at $2,637,932 during the corresponding period of 1947. Of the total imported in the 1948 period, 55,546 sets were from the United States and 729 were from European sources, the U. S. Commerce Department reports.

The decline in imports was caused principally by the receipt of large numbers of 5- and 6-tube models in 1947, according to trade sources. Normal annual requirements for receiving sets are estimated at about 35,000 units, but the trade estimates that a maximum of 50,000 new units can be marketed in extraordinarily good years - the average import rate per year in 1946, 1947, and 1948 (the latter based on data for the first 8 months) was roughly 100,000 sets. A drastic price reduction on present stocks is reportedly contemplated in order to step up sales and gradually permit the importation of newer models.

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"DON'T SELL RADIO SHORT YET" - MARK WOODS, ABC PREXY ADVISES

Despite the fact that the American Broadcasting Company is apparently going places on television developments, Mark Woods, its genial president, advises against singing a swan song just yet for the present system of broadcasting sound. Mr. Woods sees plenty of room for both for sometime to come. He says there will be a place for audie networks and it is his belief that such networks will consist of many FM stations supplemented by strategically located high powered AM transmitters to serve the more sparsely populated areas of the nation.

"As the potential of television is further explored and developed, as transmission facilities are extended, as more TV stations go on the air and sets in use increase, TV, on a network basis, will greatly expand our present system of radio networks," Mr. Woods wrote in Variety recently.

"This belief is predicated on several factors. One of these is that news and music will come more and more to the fore in the sound broadcast field as television develops, and FM is ideally adapted to the presentation of both. While television, with its immediacy to the listener, can do a wonderful job on pre-arranged special events, sound broadcasting can still do a faster job on spot news events.

"Another factor that will operate to insure continuance of sound broadcasting is that many of the favorite musical features heard on radio today would not, in my opinion, be greatly enhanced by being televised. You can enjoy a piano recital, a concert, a chorus or a soloist audibly without seeing the artist - witness the listening of any group of music lovers. FM can do a splendid job in the music field.

"A third factor in the continuance of a system of sound broadcasting is the economic one. There are areas throughout the country where, at least for many years, it will be almost physically impossible or financially unprofitable to offer television service. All of these areas, however, are now served by AM broadcasting and can and will be served by FM outlets, or by the high power AM transmitters I mentioned earlier.

"Nonetheless, the broadcast picture of the future is that on the television screen. And broadcasting techniques and thinking will have to be geared immediately to the potent new medium.

"Certain types of radio programs, I think, will be readily adaptable for television and will be considerably enhanced by the combination of sight and sound. A 'Breakfast Club', for example: a Fred Allen or a Fred Waring program will undoubtedly have greater entertainment value in video than in an AM broadcast. Drama will really come into its own with the addition of sight to sound and so will comedy. You'll see the antics that produce those studio-audience laughs which sometimes puzzle you when you merely hear them."

As to television itself and ABC's plans, Mr. Woods concludes:

"To the advertiser, television offers the greatest conceivable medium for his message. Television's impact will be tremendously greater than that of radio, up to now the most potent of the mass media. To utilize it to its utmost capacity will call forth new advertising techniques which will open up new opportunities in the advertising and merchandising fields. These, in turn, will evoke new advertisers and advertising revenues by which the medium will be supported, as has our current system of network broadcasting.

"All of us in that system of broadcasting, networks and independent stations alike, are moving forward steadily in the development and refinement of the video medium. The American Broadcasting Co., for one, will have ABC-owned and operated television stations on the air in New York, Chicago, Detroit, Los Angeles and San Francisco by the end of this year. We are adding TV affiliates steadily. We are already programming to a television network on the eastern seaboard.

"Our plans call for the establishment of three regional TV networks - one on the East Coast, one in the Midwest and a third on the Pacific Coast - which eventually will be linked into a coast-to-coast network. We are determined to achieve and to maintain a dominant position in the television-broadcasting picture.

"For television, in my belief, will become the catalyst which will accelerate the whole field of communications and of entertainment."

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GEN. AKIN ADDRESSES ARMED FORCES COMMUNICATIONS ASSOCIATION

Many of today's advances in the field of communications are directly attributable to the joint efforts of industry and government, Maj. Gen. Spencer B. Akin, Chief Signal Officer of the U. S. Army, declared at a luncheon meeting of the Philadelphia chapter, Armed Forces Communications Association.

The luncheon, which was held at the Hotel Barclay Nov. 15 in conjunction with the Signal Corps' exhibit at the World Hobby Exposition in the Commercial Museum, stressed the necessity for continued cooperation between the armed forces and industry.

"Liaison between the government and the communications industry, is achieving great advances in electronics", General Akin said. "Today's unsettled world conditions make imperative even greater cooperation."

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SCISSORS AND PASTE

Better Programs Increase the Chicago Television Business

(Larry Wolters of the "Chicago Tribune" guest contributor to the radio page of the "New York Times")

Television hereabouts meanwhile is beginning to bring in something more than a houseful of guests. Up to last April, when Chicago got its second station in WGN-TV (WBKB had been on the air since 1940) the neighbors complained about the character of the television shows as well as the quality of the images. But they came back. Then along came WGN-TV and WENR-TV, and now WNBQ is just beginning to do its first programming.

With four stations to choose from Chicagoans have been rushing out to buy receivers and have swiftly joined the ranks of those who complain because two good shows are on TV at the same time. A year ago our household was the only one in the block that had a television set. Up to early last week there were eleven.

Viewers are seeing plenty of junk, but they are also finding some exciting looking on their screens. Chicago spawned many a great radio program in the early days and it is showing some disposition to use its think-tank in the video realm. Knowing that it cannot hope to compete with New York or Hollywood in the realm of glamor, it is coming up with numerous idea shows. Some of these are terrible and are promptly scrapped after one try. But a small group of sufficient appeal has already been developed so that "jean-agers'" grades already have dropped two points and home-work seems to be out of the question in video-equipped living rooms.

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Editors, Fearing Radio Accused Of Withholding News

("Editor & Publisher")

In its report on AP membership participation, the continuing study committee of the Associated Press Managing Editors Association said the presence of radio competition caused many editors and publishers to refuse to give their local news to the AP promptly.

Newspaper executives who still think of radio as a news competitor are overlooking the historical record.

Radio has expanded tremendously in that period and contrary to the expectations of many 15 years ago it has not won away any newspaper readers or sapped the public's interest in the printed word. Instead, the flashes and bulletins of news on the air, which of necessity are brief and sketchy, have whetted the public's appetite for more news, more details.

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Toscanini Again Televised; Critic Unenthused
("R.P." in "New York Times")

Arturo Toscanini went before the television cameras for the third time yesterday when his regular Saturday concert with the NBC Symphony was both telecast and broadcast from Radio City studio.* * *

In this there were interesting double images, the handsome conductor being seen in close-up while the chorus was seen on a smaller scale in a dimmer exposure that gave the illusion of showing behind and through his head. And throughout there was a studied attempt to relate the camera work with the music.

But the conviction was deepened in one watcher that concerts should be heard and not seen. The images on the screen fought for the mind's attention and generally won out over the ears that were trying to concentrate on the music's sound. And the images certainly succeeded in shifting the emphasis from the music to the performers.

This stress on performers rather than on music is one of the things bedevilling music in this country. If television concerts catch on, it is sure to be accelerated. The likelihood of wide popularity, though, is still to be determined.

Because there were only three cameras in stationary positions and they were obliged to pick up their shots under concert conditions, yesterday's program on the television screen seemed like an inferior motion picture.

But after this one grew tired of the switching back and forth from a limited number of shots at fixed distances. It was good to return to the studio for the closing Hungarian Dance No. 1 in G minor, where the orchestra could be heard in its full splendor and the eyes were no longer limited to a small rectangular screen.

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"Voice of America" Also Guessed Wrong"
(Drew Pearson)

There was a good reason why the Voice of America so consistently informed Europe that Dewey was going to be elected. Charles Thayer, New York manager of the "Voice", was in constant touch with Allen Dulles, brother of John Foster Dulles, and one of Dewey's right-hand men.

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TRADE NOTES

Dr. Vladimir K. Zworykin, Vice President and Technical Consultant of RCA Laboratories Division, Radio Corporation of America, received Monday last the Chevalier Cross of the French Legion of H onor for his outstanding contributions in the field of television. The award coincides with the 25th anniversary of Dr. Zworykin's invention of the iconoscope, television's first electronic "eye".

A seven-member industry committee will be named to encourage employment of the Standards of Practice adopted by the National Association of Broadcasters at its annual meeting in Los Angeles this year.

Edward Johnson, General Manager of the Metropolitan Opera Association of New York, testified last week in the Association's suit to bar the Metropolitan Opera Company of Chicago from using that name. He said that subscriptions from opera-lovers last year amounted to $700,000 and that broadcasts of the company's Saturday matinees on an ABC national network brought in $100,000 more.

Dr. Frank Stanton, President of the Columbia Broadcasting System, is a member of the committee of research authorities appointed by the Social Science Research Council to find out why or where poll takers erred in predicting the outcome of the presidential election.

The new RCA 50-kilowatt FM transmitter installed by Station WTMJ-FM, of Milwaukee, Wis., which is said to be the nation's first high-band, super-power FM station, is affording excellent reception to listeners within a radius of 105 miles, it was disclosed by the RCA Engineering Products Department. The transmitter began commercial operation on September 18.

"Radio and Television Law" is the title of a book by Harry P. Warner, a Washington lawyer and published by Mathew Bender & Co., Albany. It is a history of broadcasting with all the multiplication of rules and regulations that has marked its development, written for owners of radio stations or anyone interested in the laws and history governing them.

It is more than 1000 pages, bound so that changes that affect the subject may be added as they occur.

According to estimate advertisers spent $1,000,000 sponsoring newscasts Election Night.

Contents of Radio Age, published by the Radio Corporation of America for October include:

Ultrafax: Million Words a Minute; Television Presents "Task Force TV"; Sarnoff Speaks at Eisenhower Ceremony; New Large-Screen Television Projector; More Channels for Television; Training Technicians at RCA Institutes; Making Fine Mesh Screens; Pack Transmitters Grow Smaller; The Meaning of Trade-Marks, etc.

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Radio — Television — FM — Communications

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Robert D. Heinl, *Editor*

Founded in 1924

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November 24, 1948

ARMSTRONG STIRS RADIO CLUB WITH 35-YEAR OLD FM HOAX STORY

Major Edwin H. Armstrong, Professor of Electricity at Columbia University, in presenting a paper before the Radio Club of America at the Engineering Societies Building in New York, under the innocuous title "A Study of the Operating Characteristics of the Ratio Detector and Its Place in Radio History", made disclosures last Friday whose repercussions it was said would be heard for a long time to come.

One of those present at the Radio Club meeting even went so far as to declare:

"Not since the brief filed a year ago by Major Armstrong which was followed immediately by the resignation of former Chairman Charles R. Denny from the Federal Communications Commission, has such an explosion occurred in the radio industry."

This was caused by Major Armstrong going back 35 years ago at the Radio Club, and recounting the story of a hoax that he said had been put over on the men then in the art by a device known as the ultraudion. This device, which was the same as the regenerative circuit - Major Armstrong's first invention - had its diagram drawn in such a way that it could be presented as something different from Major Armstrong's invention. By way of documenting the story, the speaker referred the audience to published articles and quoted liberally from the Proceedings of the Institute of Radio Engineers of the past, which showed how he said the hoax had been exposed.

Dr. Armstrong then drew the parallel of RCA's ratio detector circuit which had been explained to the art as something different from Major Armstrong's FM and which was supposed to operate in a very mysterious way.

By redrawing the diagram of connections and by showing oscillographic pictures of the currents in the circuits, Major Armstrong demonstrated that the explanation advanced by R.C.A. was not correct and that the ratio detector was nothing but another form of his FM invention. He also showed the apparatus working in the lecture hall and repeated the tests with an oscilloscope to demonstrate the effect before the eyes of the audience, which consisted of many members of the legal profession besides leading engineers of the industry.

Then, making a most unusual departure for a technical paper, Major Armstrong recounted some Civil War history in which a copy of General Lee's orders fell into the hands of General McClelland and enabled the Union forces to repel the first Confederate invasion of the North in 1862. Major Armstrong brought forth what he termed a "similar document" which had fallen into his hands.

This document turned out to be a report by the Patent Counsel of the Philco Radio Corporation on the R.C.A. ratio detector. The report, which had been filed with the Securities and Exchange Commission, pointed out that the R.C.A. theory was incorrect and stated that

the device infringed Major Armstrong's invention. The audience roared with laughter as Dr. Armstrong read excerpts from the report stating how Philco proposed to infringe the Armstrong patents. The report concluded with the remark that while Armstrong might be a good inventor he would probably not conduct his patent suit effectively - hence it was worth while for them to take a chance on infringement after setting up a reserve for possible damages.

Dr. Armstrong also produced another document signed by the Patent Counsel for the Radio Corporation of America in charge of FM developments. This report was written shortly after the invention was disclosed to the Radio Corporation in 1934 by Major Armstrong and admits the importance and novelty of Major Armstrong's invention to radio. It is directly contradictory to R.C.A.'s present position. In view of the suit pending against the Radio Corporation by Major Armstrong, this document also aroused extraordinary interest among the audience.

The paper wound up on a most unusual note. Major Armstrong recalled how when he last appeared, some thirteen years ago, before the Radio Club and presented his original FM paper, he had made the prediction that the day was coming in broadcasting when the noise of the thunder coming in the window was going to be more disturbing to the radio listener than the effect of the lightning to his radio set. That prophecy, he said, has now come to pass in the areas served by the 673 FM stations now on the air.

The speaker stated he would now venture another prophecy - that the time was surely coming when the direction of engineering by members of the legal profession would come to an end because the unholy mess that had been made of radio had become apparent to everyone. Dr. Armstrong predicted that engineering would again be directed by engineers and he even thought that the day might come when some highly successful executives would believe that there was something, after all, to the text of the Eighth and Ninth Commandments - adding that in case the audience could not immediately place them by number that they were "Thou shalt not bear false witness against thy neighbor", and "Thou shalt not steal".

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JOHN KENNEDY, KSDJ, HOBNOBS WITH TRUMAN; SUPPORTED HIM

John A. Kennedy, publisher of the San Diego Journal, and operator of Station KSDJ, accompanied President Truman to the beach at Key West the last day the latter was there.

Mr. Kennedy, once a Washington newspaper man, and President of WCHS, Charleston, West Virginia, was an all out supporter of Mr. Truman in the recent campaign.

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FREEZE THAW, HIGH BAND TV BY MAY - COY SPEECH INTERPRETATION

The industry is buzzing with speculation as to exactly what Wayne Coy, Chairman of the Federal Communications Commission, meant when he said to the Rotary Club of Chicago:

"I estimate that in another two years we will have 400 television stations on the air."

Those following the situation closely are wondering if this was simply a figure of speech or if Mr. Coy meant it literally. If the latter, it would mean that there would have to be a thawing of the freeze within the next six months in order to give time for manufacturing the equipment required for as many as 400 television stations tooled for the higher or additional band or bands.

When Chairman Coy on October 1st issued the freeze order on television, he said it was "possibly for six months" which would have been next April. In another quarter at that time, Mr. Coy was quoted as saying privately it would probably be more nearly a year before the situation was ironed out. The 400 station in 2 years calculation would point to next May, however, as being more nearly the time of the big thaw and the renewal of granting television licenses.

Prefacing Chairman Coy's estimate that in another two years there will be 400 stations on the air, Mr. Coy said:

"As of today, 45 stations are in actual operation. Seventy-seven other applicants have permits to construct stations. In addition we have 311 applications pending.

"Meanwhile, the Commission is studying the possibilities of adding more channels, employing those in a higher part of the radio spectrum. We are now holding conferences with industry leaders to determine if equipment can be developed to operate in this upper region. I predict that we are going to be able to add those higher channels soon.

"My opinion is that we will have 1000 stations on the air in seven or eight years from now."

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AFL ASKS DEFEAT OF SEN. CAPEHART; NINE OTHERS

The American Federation of Labor Political League in Cincinnati last week fired the first shot of the 1950 election by marking nine Senators for defeat in a follow-up to the 1948 drive for repeal of the Taft-Hartley labor law.

The list included "the following exceptionally bad public servants": Senators Homer E. Capehart, Indiana; Forrest C. Donnell, Missouri; Bourke B. Hickenlooper, Iowa; Clyde M. Reed, Kansas; Eugene D. Millikan, Colorado; Robert A. Taft, Ohio, and Alexander Wiley, Wisconsin, all Republicans; Walter F. George, Georgia, and Millard E. Tydings, Maryland, both Democrats.

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WHEELER ASKS COURT TO DECLARE LOBBYING ACT UNCONSTITUTIONAL

Former Senator Burton K. Wheeler of Montana, ex-Chairman of the Senate Interstate Commerce Committee, now a Washington lawyer, asked Judge Edward M. Curran in District Court to hold the National Lobbying Act unconstitutional.

Mr. Wheeler argued 13 motions to dismiss an indictment drawn under the law, against the Agriculture Commissioners of Texas and Georgia and others. He contended the act is so vague that even the Justice Department has difficulty in interpreting it. The defendants, he said, are at a loss properly to prepare their defense and, therefore, the charges should be dismissed. He argued that the act violates freedom of speech, due process of law and the Constitutional requirement that an indicted person be clearly informed of the charge against him.

The defendants charged with failing to register under the act and neglecting to file various reports under it, are:

Robert M. Harris of New York, cotton broker; Ralph W. Moore, Washington commodity broker; Commissioner of Agriculture Tom Linder of Georgia; Commissioner of Agriculture James E. MacDonald of Texas, the Farm Commissioners Council and the National Farm Committee.

Mr. Wheeler said the District Bar Association, which "always gets in its say on appointments to the judiciary", might run afoul of the act. He said it is "an amazing situation" where the Government cites Congressional Committee reports on this law which are clearly against it. At one point, Mr. Wheeler asked, "What is the meaning of 'trying to influence legislation' - just talking to a Senator expressing opposition or favor of a bill?"

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TAXICAB COMPANY GUILTY OF ILLEGAL RADIO OPERATION

When Federal Communications Commission field engineers discovered an unlicensed transmitter being used by the Victory Cab Co. at Shawness, Oklahoma, for dispatching purposes, the case was referred to the Attorney General. As a result, the operator was found guilty of violating Sections 301 and 318 of the Communications Act, which requires the licensing of transmitters and operators. The offender, now wiser, is on probation for one year.

Mounting interest in radio for business and personal use makes it necessary for the Commission to reiterate that all types of radio operation must be authorized under prescribed rules and regulations to insure proper performance and protect the many services from interference.

The FCC patrol of the radio spectrum is such that illegal operation is quickly detected. And Section 501 of the Act makes the unlicensed operator liable to fine or imprisonment, or both.

The number of illegal radio transmitters located through FCC field operations during the past fiscal year amounted to 153, an increase of 26 percent over the preceding 12 months.

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MANY IOWANS LIKE GIVEAWAY RADIO PROGRAMS, SURVEY REVEALS

Radio "giveaway" programs receive a convincing nod of approval from most Iowans, The Iowa Poll, conducted by the Des Moines Sun-Register, and the Cowles Broadcasting Company, of which Gardner Cowles, Jr. is President, discloses.

A recent poll shows that 7 out of 10 Iowans have listened to giveaways such as "Stop the Music" in the past few months. Among those who listen, 8 out of 10 say they enjoy that type of a program and 6 out of 10 think they are good for radio.

A Clinton (Ia.) woman summed up her feelings by saying: "They are lots of fun and exciting." Another woman said: "They keep up your spirits."

The giveaways are frowned upon by some Iowans. This disapproval is voiced by less than 2 out of 10 who have listened to them, however.

A housewife over 40 years old sums up her opinion by saying: "They are hard on people, gets them nervous and upset." A young Iowa priest simply says: "There're too many of them."

There are numerous giveaway programs on the air. Some of the better known ones are "Hit the Jackpot", "Sing It Again", "Winner Take All" and "Stop the Music".

Prizes run as high as $30,000 for answering various types of questions on some of these programs.

Iowa adults from all parts of the State and in all walks of life were asked:

"In the past few months, have you listened to any radio giveaway programs such as 'Stop the Music'?"

The answers were:

	Total	Men	Women
Yes.	75%	68%	82%
No	23	30	17
Don't remember	2	2	1

More Iowans in the younger age groups listen to this type of radio program than the older folks. In addition, those with high school and college educational backgrounds pay more attention to these programs than those with grade school training.

Those who have listened to these programs recently were then asked:

"Did you enjoy listening to that type of radio program?"

	Total	Men	Women
Yes	85%	80%	89%
No	10	12	8
Undecided	5	8	3

Age and education apparently do not have any influence upon the enjoyment Iowans receive from these programs. Substantial majorities of young and old alike say they enjoy them, and those with high and low educational backgrounds also say they like radio giveaways.

Some radio officials feel that the giveaways are bad for radio. Paul A. Porter, onetime price administrator who now represents an eastern radio station as attorney, said giveaway programs, if not checked, will result in the continuing deterioration of program standards throughout the country.

Fred Allen, No. 1 anti-giveaway crusader, was quoted as saying: "Giveaways are the buzzards of radio. If left to pursue their scavenging devices, they will leave nothing but the picked bones of the last listener, lying before his radio."

Iowans who listen to these programs were asked:

"Do you think radio giveaway programs are good or bad for radio?"

	Total	Men	Women
Good	61%	57%	65%
Bad	15	18	12
Undecided.	24	25	23

In defense of the radio giveaways, some of the typical comments expressed by Iowans were: "They are educational"; "Creates more interest in radio"; "Some needy people are benefited"; "Audience takes part and is not cut and dried"; "It's good advertising."

Some of those who disapprove of giveaways volunteered the following comments: "Miss better programs because you have to listen"; "Makes people think they can get something for nothing"; "Money is wasted foolishly."

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RURAL FM COVERAGE FEASIBLE WITH NEW 50-KW TRANSMITTER

Extension of FM service to wide rural areas was proven practicable when Station WBRC-FM, Birmingham, Ala., said to be the world's most powerful FM radio outlet, received reports from listeners that its super-power broadcasting, begun last week, had been heard as much as 200 miles away.

The station's new RCA 50-KW FM transmitter, in conjunction with an RCA eight-section Pylon antenna with power gain of 12, developed an effective power of 546,000 watts on a frequency of 102.5 megacycles.

WBRC's new broadcasting station achieves maximum program coverage by its location atop Red Mountain, famed iron-ore mountain overlooking Birmingham. The mountain-top is more than 1000 feet above sea-level, and the 108-foot antenna surmounts a 450-foot tower.

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CHICAGO GETS NEW ZENITH TV SETS NOV. 29; ELSEWHERE SOON

Zenith Radio Corporation has begun mass production of television receivers. E. F. McDonald, Jr., President, said that they will go on sale in the Chicago area on November 29, and will be introduced into other television areas throughout the country as rapidly as production permits.

"Instead of a conventional rectangular picture the new Zeniths feature a luminized 'Giant Circle' screen which is built in three different sizes for different models", H. C. Bonfig, Vice-President, explained. "The picture is larger, sharper, clearer, and brighter, and is fully equal in quality to a 16 mm. movie. It is so brilliant that it can be watched comfortably in a well lighted room, and can be seen distinctly from wide side angles that are impossible with conventional design.

"Another Zenith innovation is the 'Bull's Eye' automatic tuner, which makes these television sets as easy to operate as a radio with automatic tuning. In ordinary operation all that you do to go from station to station is turn the tuning knob, which automatically locks into proper position all of the tuning factors for both audio and video circuits. There is also a volume control and contrast control which may be set for individual preference, and supplementary adjustments for special uses.

"Each Zenith television set has a plug-in for connection to Phonevision, Zenith's method of making possible home showing, for a fee, of first run Hollywood movies and other costly entertainment that is too expensive for advertising sponsorship. In any community where Phonevision systems become available, a serviceman can attach the adapter unit. Then owners will be able to enjoy the fine theatrical entertainment that Phonevision will make possible, and be billed for it at the end of the month."

Zenith television sets are being produced in nine different models: two table, four console, and three console combinations that include television, FM and AM radio, and a silent speed record changer with twin Cobra tone arms for playing both regular and long play records. Models include both period styles in mahogany finish, and blonde modern designs. Prices range from $389.95 to $1,150, not including installation.

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TRAIN COLLISION FATAL TO WGN ANNOUNCER

Ralph V. Eddy, 32, staff announcer for Station WGN, Chicago, died at the Oak Park Hospital last Monday shortly after his car was struck by a diesel engine at the Grand Avenue crossing in Franklin Park. He was enroute from his home at 2806 Hawthorne Avenue in Franklin Park to the WGN studios, where he was scheduled to open the station at 5:30 A.M.

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20TH CENTURY-FOX DICKER TO BUY ABC REVEALED; TV INVOLVED

The Twentieth Century-Fox Film Corporation is negotiating for outright purchase of the American Broadcasting Company, including all of its radio and television facilities, Spyros P. Skouras, president of the motion picture company disclosed Tuesday to the New York Times.

The two companies have been discussing the deal for the last six weeks, but terms have not been agreed upon yet, Mr. Skouras said. He added that he did not know how soon the deal could be closed. Sale of ABC would have to be approved by the Federal Communications Commission.

A spokesman for ABC said last night (Tuesday, Nov. 23) that the company had no comment to make on the negotiations.

Mr. Skouras said that Twentieth Century-Fox is attempting to buy the radio-video network "for its management and for its television permits."

It was pointed out that acquisition of ABC by the film company would supplement Twentieth Century-Fox's position in the world of entertainment, provide the company with an outlet for television films and make available leading motion picture artists for television programs.

ABC operates one of the four nation-wide standard radio broadcasting networks. It owns and operates five key stations - WJZ, New York; WENR, Chicago, KGO, San Francisco; KECA, Los Angeles, and WXYZ, Detroit. In addition, it has about 252 affiliated radio stations and is producing television programs over WJZ-TV, New York, and thirteen affiliated television stations. The company's New York television station began operations on last August 10th.

Twentieth Century-Fox, like Paramount Pictures, has manifested considerable interest in television. Twentieth Century-Fox has organized affiliates ready to operate its own television stations in San Francisco, Boston, Kansas City, St. Louis, and Seattle. ABC holds permits for television broadcasting stations in New York, Chicago, Los Angeles, San Francisco and Detroit and other cities, such as Philadelphia and Washington, through affiliates.

ABC was incorporated in March, 1943. In October of the same year, it acquired for $8,000,000 all of the capital stock of the Blue Network Company, Inc., which had been organized as the so-called "Blue Network" in 1927 by the National Broadcasting Company, Inc. Edward J. Noble, Chairman of ABC, provided half of the purchase price for the Blue Network. He now holds 53.38 per cent of the 1,689,017 outstanding shares of common stock, $1 par value, of ABC. The company's long-term debt consists solely of $5,000,000 of 4 per cent promissory notes due on May 1, 1960.

Having undertaken considerable expansion, improvements and commenced television operations, ABC is now worth "at least double

or triple" its purchase price of five years ago, it is said in radio circles.

If Mr. Skouras cannot arrange the 100 per cent acquisition of ABC that he is seeking, it is understood he will settle for a controlling interest.

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MAX BALCOM, RMA PRESIDENT, KIDS FRED ALLEN

Max F. Balcom, President of the Radio Manufacturers' Association, and Vice-President of Sylvania Electric Products, Inc., put a humorous touch into his address to the Radio Executives Club in New York last week, saying:

"As you have just heard from your President, Mr. Haverlin, this is National Radio Week - the 28th anniversary of radio broadcasting.

"My friend, W. B. McGill - or 'Mac' as he is best known - told me that last week was National Hearing Week. I don't know whether it was planned that way or not, but it doesn't seem like such a bad idea. Now, if someone would schedule 'National Seeing Week', we might be ready to observe National Television Week in 1949.

"With so many national weeks it is not surprising that the public becomes confused. However, I was astonished to hear Fred Allen last Sunday night say this is 'National Cat Week'. I asked RMA headquarters to investigate and learned that National Cat Week was observed last week, not this week as Mr. Allen reported. Which reminds me that two years ago Mr. Allen opened one of his Sunday night broadcasts with the comment 'This is National Radio Week'. That was very obliging of him, but unfortunately Radio Week had ended the previous Saturday night."

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TIN SHORTAGE COULD CURTAIL TV SET PRODUCTION IN 1949

The shortage of tin, now allocated by the Commerce Department could develop into a bottleneck in TV set production in 1949, according to information obtained by the Radio Manufacturers' Association from parts manufacturers and government officials, and already the pinch is being felt by both set and component manufacturers.

While some allowance has been made by government officials for the much greater tin requirements for television than for radio, the overall tin situation has forced these officials to cut allocation requests of both set and parts manufacturers. It is estimated that a TV set on the average uses about ten times as much tin in components and soldering than does a radio receiver.

Commerce Department officials pointed out, however, that radio and radar equipment used as "implements of war" are exempt from the government restrictions on and allocation of tin under provisions of the conservation order M-43.

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RADIO NEWS A FACTOR IN AP PARTICIPATION

Following announcement by Kent Cooper, Association Press Executive Director, in Chicago, of the $250,000 campaign to re-educate AP members on the value of their loyalty in sharing news within the cooperative press association, the Associated Press Managing Editors' Association heard a detailed analysis of the radio problem as it affects membership participation from V. M. Newton, Jr., Tampa Tribune, Chairman of the continuing study committee in this field.

Quoting the AP by-law that members furnish local news to the AP and that no news so furnished will be distributed to any other member within that district, the report stated:

"Your committee found one in five of those who answered our questionnaire are delaying furnishing their local news to the AP to prevent it from being put on the AP's radio wire, thus violating the first half of the by-law. At the same time, the AP is charged with furnishing newspaper members' news to radio members in the same district and thus violating the second half of the by-laws."

The Committee sent a questionnaire to 210 publishers and editors selected at random from the Editor and Publisher Yearbook and received 156 replies.

One hundred and five answered "no" to the first question: "Do you approve of the AP taking your local news and putting it on the AP's radio wire for broadcasting in your city before your newspaper reaches the street?"

Thirty-two said they purposely delay local news to AP in answer to question two which asked what members have done to combat it. Nine said they had "working a greements" with AP bureau.

Thirty-nine suggested placing "hold-for-release" on local newspaper stories for radio release. Fifteen said "radio should pay fair share of load." Three thought radio should credit newspapers as source of stories. Four thought radio should get its own news and four said radio should provide same quantity of news as newspapers. Eighteen thought radio news whets reader's appetite.

"Your committee's poll indicated that many publishers and editors are disturbed over three points. These are:

"1. Protection of newspaper members' exclusive news.
"2. Newspaper assessments vs. radio assessments.
"3. Radio's part in furnishing news to the AP."

According to Alan Gould, AP Executive Editor, 400 of the 960 radio stations now served supply the AP with news. "AP is getting an increasing and substantial volume of local news from radio members", he said, with the potential almost unlimited. Members from the floor disputed whether this news was reliable or detailed enough for newspapers.

Frank Starzel, AP General Manager, replying to protests from newspapermen in the middle and far west over the release agreement between press associations and radio chains, agreed there might be some inequities in those areas caused by automatic seven o'clock release time in New York.

He explained this agreement was an attempt to bring some order out of the release time chaos that existed before. "However, this release time only affects stories where the source fails to control the release time," he said.

Mr. Starzel explained briefly the method of radio assessments had been developed over a period of time and stated he believed they are as equitable as can be devised.

The Committee report concluded: "In view of the foregoing, in which a representative group of AP publishers and editors expressed themselves predominantly against the AP's present policy of permitting members' local news to be used on the AP radio wire before the members' newspapers are printed, and in view of the number of publishers and editors who already are holding up their local news from the AP until their papers are printed, and in view of the danger to the AP as a cooperative from this dissatisfaction among a considerable segment of AP members over the present radio policy within the AP, and keeping in mind the fact that the AP, now supplying some 960 radio stations with the world's news, is in the radio business to stay, your committee hereby recommends:

"1. That the APME go on record in a resolution reaffirming the right of an editor, as recognized in the AP by-laws, to maintain exclusively in his territory on local stories 'originated through deliberate and individual enterprise.'

"2. That the APME create a permanent continuing study committee on radio to examine the question . . . with the purpose of protecting the rights of AP newspaper members.

"3. That, in view of the voluntary working arrangements already in force between AP-members and the AP in nine cities, this new radio committee be instructed to draw up a workable plan to protect AP newspaper members from having their exclusive local stories broadcast through the AP radio wire before their newspapers are printed.

"4. That this new radio committee be further instructed to work out with the AP management a plan whereby all radio stations using the AP radio wire would conclude each broadcast of AP news with the following statement or one embodying the same idea: 'This news is from the wires of the AP, a cooperative news-gathering enterprise of newspapers and radio stations; for further details, read your AP newspaper.'

"5. That, in view of the fact that the AP is the world's greatest news service only because of the news gathered and furnished by the AP newspaper members, the APME respectfully request the Board of Directors of the AP to re-examined the AP's system of charges for news to radio stations with the purpose of bringing those radio rates more on parity with AP newspaper assessments and of putting an end to the AP's apparent present policy of meeting news price competition of inferior news services."

Recommendations two and three were adopted by the APME Board which announced plans to create such a committee. A formal resolution asked AP bureaus and offices to keep records of radio and newspaper radio participation.

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OCTOBER TV SET OUTPUT AGAIN SETS RECORD

Television receiver production, continuing its consistent trend upwards, established another new monthly record in October with a total of 95,216 sets, according to a tabulation last Friday of RMA member-company reports.

October set production by RMA member-companies brought the total TV sets manufactured in ten months of this year to 583,349 and the number of TV receivers produced by RMA set manufacturers since the war to 768,396.

The rapid rise in TV set production is emphasized by the fact that the weekly output in October was 34.9 percent over the average weekly production of the preceding month and 90.2 percent above the rate of the first three quarters of 1948. The weekly rate during the last week in October was 28,008 sets.

FM-AM radio production in October was also high with 170,-086 sets of this type reported for the four-week period. FM-AM sets were produced at a weekly rate of 42,522, an increase of 23.8 percent over the average weekly production in September when a record number of these sets were manufactured. September figures, however, covered a five-week period.

Total radio receiver production again passed a million mark, following a production decline during the Summer months, with a total of 1,039,162 sets reported for October.

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EX-SEN. CLARK RECOMMENDS ALL OR NOTHING FOR CHINA

A quasi-official recommendation that the United States give heavy military aid, or none at all, to the Chinese Nationalist Government, in its desperate struggle against the Communists, was made public last Saturday.

This was the policy suggested by D. Worth Clark, a former Democratic Senator from Idaho, who went to China on a special mission for the Senate Appropriations Committee.

(Editor's Note: When he was Senator, Mr. Clark served on the Interstate Commerce Committee and brought James C. Petrillo to Washington for a broadcasting investigation. Later Clark was defeated for re-election and there were those who believed there might have been some connection between Mr. Petrillo's trip to Washington and Senator Clark's defeat.)

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SCISSORS AND PASTE

Sen. Johnson To War Again On Clears; Expects To Win
(Al Williams in "Variety"

Colorado's Sen. Ed Johnson, longtime standard bearer against the super-power and clear channel interests, will take up the cudgels again in the next Congress, and this time expects to get the matter settled.

In an interview in Denver the Senator expressed the view that the seekers after clear channels were the well-established old-timers who had made money consistently since the early days of broadcasting, and that the time had now come to give a helping hand to the newcomer and the small market operator who is scrambling for a foothold.

As chairman of the Senate Interstate Commerce Committee in the upcoming session, Johnson will sit in the driver's seat. In previous hearings the Rocky Mountain solon fought against losing odds, and lost his support when Senators Brooks of Illinois and Capehart of Indiana raided the committee in the interest of clear channel operators in their states.

Johnson's views are generally applauded by Rocky Mountain and Southwestern broadcasters, both areas where there has been a more-than-average increase in new construction since the war, with the newxomers hard put to make ends meet in the face of network and regional spot competition. Radio operators in Colorado were circulated by Montana broadcaster Ed Craney during the primaries, being urged at that time to get behind Johnson's push for re-election in the interests of the indie operators as a whole.

The Senator's position doesn't come from any antagonism against network operations as a whole, he explained, but from a feeling that networks which hope to further extend their normal coverage with a skeleton structure of clear channel and high powered stations will take advantage of listeners in rural areas who depend as much on local independent service as they do on network feature coverage.

He hopes to set in motion a grass roots analysis of clear channel operations in the entire half of the hemisphere as a foundation for consideration of domestic problems. Attempts must be made to include Mexico, Cuba, and Canada in any long-range solution to the problem in order that border area audiences can be protected from high-power operations outside the U.S.

Johnson feels that the station owners and the network operators are doing a top job in the field of programming, and doesn't contemplate any moves in the direction of giving the FCC greater powers of content supervision. He is a consistent radio listener, and a family show fan.

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Newspapers Hold Out On Giving AP News For Radio
("Editor and Publisher")

Reports delivered at the Associated Press Managing Editors' meeting reveal many editors and publishers are concerned about radio news competition and are determined not to give their local exclusive news to the AP as long as it may be broadcast before the papers hit the streets.

The AP by-law stating that such local news shall not be serviced to other AP members in that town is ineffective where radio is concerned, according to these editors, because local newspaper readers frequently listen to stations in other cities.

We are still convinced that radio news is no competition to newspaper news but whets the listeners' appetite for more details and produces more newspaper readers. Few of the editors or publishers polled by the AMPE agree with that thesis.

Perhaps the problem could be solved by the simple expedient of giving credit, quoting the source, on the air. In other words, a newspaper's exclusive local story when broadcast would state "according to the Siwash Enterprise in an exclusive story" such and such happened today.

Add to that control of the release time and the problem is practically solved. An AP newspaper would not be scooped on its story, and it would get a radio plug.

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Urges NBC Get Toscanini On Television Often
(By Harry MacArthur, "The Washington Star")

The third television appearance (the first this season) of Arturo Toscanini and the NBC Symphony (WNBW - Saturday, 6:30 P.M.) has aroused, as was expected, a certain amount of well-mannered controversy. There are those who welcomed the opportunity to watch Toscanini summoning Brahms from his orchestra and who felt a richer experience in the music through the intimacy of this television medium. There are others who contend that watching the video picture detracts from the music, that it places undue emphasis on the performer, rather than on the work performed.

It is true enough that the cameras can distract. It doesn't seem to follow that they must distract, however. Video seems to be suffering the same disease as the movies when faced with the problem of adding the sight of a symphony orchestra to its sound - a nervous insistence on keeping the picture moving, as if the music itself would not hold your attention. The problem hardly is an insuperable one, though.

The discussion is largely academic right now, anyhow, since NBC is reported to have decided that pictures of an orchestra, a chorus and a conductor do not make good television. Further telecasts of the weekly Toscanini broadcasts will be scheduled, apparently, only when the music allows for some visual embellishments. It is hard to see which faction that policy favors; "embellishments" could be more diverting than sub-standard camera work would be.

It is to be hoped, at any rate, that NBC finds a way to get Toscanini before its video cameras often. He's the most vital personality the new art has yet discovered.

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TRADE NOTES

Opening of a new one-way radiophoto circuit between Shanghai and San Francisco was announced last week by H. C. Ingles, President of RCA Communications, Inc., New York City. Service from San Francisco to Shanghai, he said, also will be available shortly.

The third annual radio script writing contest for New Jersey school students, which closes Jan. 31, was announced in Trenton on Monday by the Department of Economic Development, 520 East State Street, Trenton, from which entry blanks and detailed information may be obtained.

The Chicago Daily News has cancelled the Gallup Poll because of Gallup missing it so far on the re-election of President Truman.

Robert W. Sarnoff, son of Brig. Gen. David Sarnoff, formerly an account executive in the NBC Network Sales Department, has been appointed Assistant to Norman Blackburn, Program Director for NBC Television.

The Department of Commerce has been warned by the U. S. Embassy in Mexico of possible interference to certain American broadcasting stations caused by the increased power output of some Mexican stations. According to the report, the trend of Mexican stations towards higher power output may possibly affect service of U. S. stations on 720 or 740 kc.

A woman's reach for her auto-radio dial touched off a freak, four-car collision, police of Arlington, Va., a suburb of Washington, D. C., reported this week.

They said Miss Nell R. Bennett, 29 of Washington, was sitting in the right front seat of the car Sunday evening when the accident happened.

Reaching for the radio dial, Miss Bennett brushed against the car's gear-shift lever. The auto, its motor idling while the driver was in the restaurant, lurched into reverse.

According to police, it struck a car driven by Earl May, 40, of 3841 Calvert St., N.W., Washington, then nudged a second car driven by Alden W. Wood, 44, of Washington, which in turn hit a third one driven by Wallace E. Gramlick, 34 of Arlington.

The "Voice of Firestone", one of radio's longest continuously sponsored programs, will celebrate its 20th anniversary on Monday, Nov. 29 (NBC, 8:30 P.M., EST).

Harvey S. Firestone, Jr., Chairman and chief executive officer of the Firestone Tire and Rubber Company, and Niles Trammell, President of the National Broadcasting Company, will speak briefly.

Phillips Carlin, whose name probably will be more familiar to those who discovered radio by investigating the intricacies of the crystal set, was honored at an informal dinner last night (Tuesday, November 23). His host was Edgar Kobak, President of the Mutual Broadcasting System, where Mr. Carlin now is an executive, and the occasion will be the celebration of 25 years in radio for the guest of honor.

Mr. Carlin started in radio at WEAF in New York on a staff which consisted of himself, the manager, two girls and the late Graham McNamee. He was at the microphone when Alabama kept shoving the name of Oscar W. Underwood before the Democratic Convention in 1924.

There are indications that Brazil may be the first South American country to institute a television broadcasting service, according to a U. S. Embassy report to the Department of Commerce made available to the Radio Manufacturers' Association last week.

Brazil has announced plans for the installation of three TV stations, two in Rio de Janeiro and one in Sao Paulo, and equipment for two of the television outlets has been purchased from American manufacturers, the report said. In addition to these plans experimental work is being carried on in Rio de Janeiro with television equipment installed in vehicles and aeroplanes by a French concern. Images in this equipment are composed of 525 lines, the report added.

Only 10 or 12 television receivers are in the country at the present time and these are for advertising purposes only.

The Board of Estimate of New York City approved a bill recently enacted by the City Council creating in the Mayor's office a Division of Radio Broadcasting under the Mayor's direct charge and supervision. The bill, which now goes to the Mayor for a public hearing, removes jurisdiction over the municipal radio stations WNYC and WNYC-FM from the Department of Public Welfare.

Purchase of ten walkie-talkie radio units for use by the Fire Department was also authorized by the Board at a cost of $2,700.

WBAP, the Star-Telegram's Fort Worth-Dallas broadcasting and telecasting station, has concluded negotiations with RCA for one of the largest domestic custom audio layouts in the company's history, it has been announced by the RCA Engineering Products Department.

The contract calls for master control equipment for a straight line design, with the master control switching system built into four racks, flanked by sixteen racks of equipment, eight on each side of the center section.

Wayne Coy, Chairman of the Federal Communications Commission, will be guest speaker at the luncheon session highlighting the annual TBA Television Clinic, which is scheduled to be held at the Waldorf-Astoria Hotel on Wednesday, December 8th.

Charles C. Barry, Vice-President in Charge of Radio and Television Programming of the American Broadcasting Company, has been named Vice-President in Charge of the Western Division of ABC with offices in Hollywood, Mark Woods, ABC President, announced Monday. In his new post, Mr. Barry will report to Robert E. Kintner, ABC Executive Vice-President.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

Founded in 1924

NATIONAL BROADCASTING CO. INC.
LEGAL DEPARTMENT
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No. 1853

My S G K

December 1, 1948

PETRILLO LANDS IN TRUMAN INAUGURAL BANDWAGON DRIVER'S SEAT

It looks as if James C. Petrillo, President of the American Federation of Musicians, has had another lucky break in being appointed to arrange for the gala concert on the eve of the inauguration. At any rate, Mr. Petrillo's important assignment and the fact that his union has been chosen to sponsor this outstanding feature of the inaugural shows where he stands with President Truman.

Petrillo's prominent part in the celebration came when the little music dictator wired the President the day after election offering to help "make your inauguration a day of harmony in music, as it will most certainly be in our Nation's history."

Mr. Petrillo's appointment as Music Chairman was announced last week by Melvin D. Hildreth, General Chairman of the Inaugural Committee.

Mr. Truman will be inaugurated Thursday, January 20th. The show in his honor will be held in Washington's National Guard Armory the night of January 19th.

Inaugural officials promised three hours of continuous entertainment, featuring a symphonic orchestra, opera stars, "name" bands, popular singers and "A parade of the top comedians and stars of stage, screen and radio."

Two stages are being constructed in the Armory so the show can be kept moving without a break.

The President will have a special box in the Armory gallery, flanked by boxes for other distinguished guests. The concert, of course, will be televised and broadcast.

There are those who believe there is more than meets the eye in the Administration thus giving Jimmy the spotlight, and so near the center of the stage. Broadcasters will surely not enthuse over the opportunity Petrillo will have to personally renew his ties not only with the President but to get better acquainted with such people as Senator Ed. Johnson, of Colorado, new head of the Interstate Commerce Committee handling radio matters, and Representative Robert Crosser, of Ohio, slated to be #1 man on corresponding committee in the House.

Mr. Petrillo's renewed interest in the White House is also believed to be a break for Miss Margaret Truman. When the President appeared at Petrillo's concert last Winter inaugurating the series of free musicales with welfare funds collected from the makers of phonograph records and broadcast transcriptions, the Music Czar was quoted as saying he would go to the bat in an effort to help Miss Margaret in her musical career.

Whether anything was ever done along this line is not known and not much was heard further in connection with Jimmy and the White

House. In fact there were even those who reported that Petrillo had given up hope of the President's re-election and, it was said that this loss of heart cost the American Federation of Labor about a million dollars in Petrillo's settling too quickly with the disk manufacturers.

The story was told thus in Variety:

"Gov. Thomas E. Dewey and political experts were not the only ones confounded by U. S. voters last week, when President Truman was returned the winner in the presidential election despite the belief he didn't have much of a chance. American Federation of Musicians' president James C. Petrillo and his Executive Board also were crossed up. They had made a tentative agreement with the recording companies for the ending of the disk ban on the theory that Dewey would be elected. And the result cost the AFM over $1,000,000.

"It's firmly believed by tradesmen involved in the recording situation that Petrillo would never have agreed to forego the collection of retroactive royalties from the sale of disks between Jan. 1 last and Sept. 30 had he had any inkling that Mr. Truman would be re-elected. These royalties, which the recording companies stopped paying when the AFM's disk ban was applied, were the bone of contention at previous settlement negotiations, and they caused a breaking off of the original settlement discussions. When Petrillo and Milton Diamond, AFM attorney, came to a tentative agreement with industry executives, they did not insist that the royalties should be paid. And it's felt that this stance was taken (1) due to a desire to clean up the ban before election and (2) that Dewey would be elected.

"Ever since the AFM national convention in Asbury Park, N.J. last June, the AFM has been exhorting its locals to get out friends and relatives to vote for Mr. Truman and the Democratic slate, on the theory that Republican reign would further hamstring labor. It was mainly the Republicans who put the Taft-Hartley law into being, of course, but the AFM still didn't believe in a Truman victory. It saw Dewey as the next prez and felt that if it could get an arrangement through under which the royalty system might be retained, that was the best thing to do. The momentary stymie was the refusal of recording manufacturers to pay those retroactive royalties. So the AFM gave in on that point to hurry the deal along. And Dewey's failure cost the union's coffers over $1,000,000."

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REORGANIZATION OF FCC AND $1,500,000 BUDGET CUT REPORTED

A reorganization of the Federal Communications Commission, one which would lop off activities, is reported by Jerry Klutz, Government happenings oracle, to be under study by its top command.

Like several other independent agencies, FCC must drop some of its functions if it's to live within the proposed 1950 budget as approved by the Budget Bureau. It's reported that the Budget Bureau cut FCC's proposed budget by upward of $1,500,000 which would mean the dropping of some employees. FCC would have to absorb every dime of the $330 pay raise to its employees and then some.

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TEXAS COMPANY SPENDS $20,000 EXTRA FOR FIRST U.S. GRAND OPERA TV

Along with the regular heavy cost of sponsorship of the Metropolitan Opera the Texas Company last Monday night dug down into its pocket $20,000 deeper for extras to have the distinction, along with the American Broadcasting Company, of televising a full length grand opera for the first time in America.

Oddly enough it was history repeating itself for though the writer has yet seen no reference to it, one of the earliest radio broadcasts was from the stage of the Metropolitan. If memory serves correctly, however, it was but the voice of a single artist - possibly Caruso.

The Metropolitan Opera opening was also the occasion of the first public appearance of Miss Margaret Truman, who is a prima donna in her own right, since the recent presidential elections in which she played so important a part.

Commenting upon the Metropolitan telecast, Howard Taubman wrote in the New York Times:

"Last night's opening marked the first time that a whole opera - as well as the ceremonial of the opening night - was televised from the stage of the Metropolitan. The Texas Company, which is the sponsor for the Saturday matinee broadcasts of the Metropolitan, went to great expense, including $20,000 for extra rehearsals and extra performance fees, to put this telecast on the American Broadcasting Company's local outlet WJZ-TV and on stations in Boston, Philadelphia, Baltimore and Washington.

"The opening night thus became visible and audible to hundreds of thousands in the Northeast as well as for the 3,000 or more persons who could get admittance into the sold-out house. It gave promise that in future seasons the whole nation, which now feels that it can claim the Metropolitan Opera as the country's opera theatre might sit in on opening nights and other performances.

"The telecast, judging by glances at parts of it on several receivers and by reports received from the city and the suburbs, was remarkably successful for a first try. Despite a certain lack of flexibility in maneuvering the camera, the technicians got much of the quality of the show on the screen.

"More than the performance itself, the telecast brought into people's homes views of the stage-hands at work mounting new scenes in the intermissions, interviews with celebrities and, on the whole, a more intimate contact with aspects of an evening at the opera than a good many people get in the theatre."

Jack Gould, radio and television editor of the Times, also expressed considerable enthusiasm:

"The televising of the Metropolitan Opera's opening performance of 'Otello' last night was an exciting and rewarding achievement,

the Verdi masterpiece being brought into untold hundreds of thousands of homes with a new and arresting quality of intimacy.* * * The view of 'Otello' that came into one's living room frequently was more detailed and more revealing than that obtained from a seat 'down front' in the Metropolitan auditorium.

"As was emphasized by both the American Broadcasting Company, which carried the television broadcast over its Eastern video network, and the Metropolitan Opera, last night's video production was intended purely as a tryout because it had to be executed under a variety of technical handicaps.

"Since the video production could not benefit from many special preparations without interfering with the performance for the audience at the Metropolitan, compromises had to be made. The lighting was often erratic and given to extreme of brightness or darkness. The distant 'shots' from the back of the house also reduced the principals on stage to microscopic proportions.

"The truly triumphal moments in the telecast came when the cameras forgot the conventional proscenium arch, which separates the player and the audience, and appeared to move directly 'on stage' for its pick-ups.

"In the last act, the camera work reached perhaps its greatest proficiency, chiefly because the action on the stage was not diffused over the large stage but centered on Desdemona's bed. Her solo rendition of the 'Ave Maria' at her prayer bench was an exceptionally moving visual cameo.

"The weakness in the excessive use of distant 'shots' was most vividly exemplified in the third act, when Iago takes Desdemona's handkerchief from Cassio and waves it so that Otello may see it. The scene demanded a close view but, through lack of alertness on the part of the video director, the handkerchief could hardly be seen at all in the view shown.

"The 'Otello' telecast represented the first time that any stage production had been televised in its entirety from a theatre. If anything, the presence of the audience and the intangible excitement and nervousness of the first night emphasized the quality of immediacy that is video at its most effective.

"Whether there will be further telecasts of Metropolitan Opera performances appeared last night to hinge primarily on the matter of costs. Most of the cast received double pay because of the television pick-up and the other craft unions also received increased compensation for the evening. In all, the added expense amounted to nearly $20,000, a figure which, it was said, could not be met on a regular basis because of video's still comparatively limited audience."

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FARNSWORTH SHAKE-UP; SIX MONTHS' LOSS $724,719

The Farnsworth Television & Radio Corporation on Saturday announced the election of E. A. Nicholas as Chairman of the Board of Directors and Abe Fortas as a Director. Mr. Nicholas will continue to serve as President of the company, in which capacity he has served since 1939. Mr. Fortas was formerly Undersecretary of the Department of Interior and at the present time is a partner of the firm of Arnold, Fortas and Porter, Washington attorneys.

Operations for the first six months of the current fiscal year, Mr. Nicholas stated, show a net loss of $724,719.

Mr. Nicholas also announced that Philo T. Farnsworth, who is a Director of the company and who has been conducting special research for the company, was elected a Vice President. Chester H. Wiggin was elected Secretary of the company.

Mr. Nicholas also said the resignations of Messrs. J. B. McCargar, Burton A. Howe and Charles E. Buesching were in effect. Mr. Nicholas stated that additional new Directors will be elected at a future meeting of the Board.

S. A. Morrow of Chicago, was appointed Advertising Manager. He succeeds J. E. Gardeau.

Mr. Nicholas stated that there had been approved by the company an underwriting agreement with The First Guardian Securities Corporation of New York and other banking houses for the purpose of selling its authorized and unissued common stock.

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BACK SEAT TV MAY BE OK - NOT FRONT - SAFETY COUNCIL RULES

Opposition to the installation of television sets in automobiles if they are to be operated and seen by drivers was expressed last week by the Greater New York Safety Council. Acting on reports that a few such installations had already been made, the Executive Committee of the Council's commercial vehicle section voted to take all possible measures to oppose such installations, according to Edward A. Fullarton, Chairman of the Section.

"There are enough unnecessary deaths on our highways", Mr. Fullarton said, "without adding television as an accessory to the slaughter." He cited both the visual distraction of the driver in the case of television and the need to keep adjusting the setting as the car changed location and direction.

He indicated, however, that the group might not be averse to installations which could only be seen and operated by backseat passengers. Television in a car, he said, was "altogether different" from a radio set.

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HOOVER PLAN WOULD RID STATE DEPT. OF "VOICE OF AMERICA"

Sweeping changes have been recommended to the Commission on the reorganization of the Executive Branch of the Government headed by former President Herbert Hoover which among other things would take the "Voice of America" out of the State Department.

The changes were proposed, after 10 months of first-hand investigation and study, by Harvey H. Bundy and James Grafton Rogers, both of them Assistant Secretaries of State in the Hoover Administration. Former President Hoover appointed them last January to examine the Government agencies dealing with foreign affairs, and at the same time appointed Henry L. Stimson, Secretary of State in the Hoover Cabinet, to advise them.

Now the proposals will be considered by the full Hoover Commission, which consists of four members appointed by President Truman, four by House Speaker Joseph W. Martin, and four by Senate President Arthur H. Vandenberg. Vice Chairman of the Commission is former Undersecretary of State Dean Acheson, a possible successor to Secretary Marshall.

"The Voice of America" broadcasts and other overseas information work would be taken out of the department's hands altogether except for policy planning and guidance. The Bundy-Rogers proposals would open the way for a semi-public corporation or foundation to handle this work, largely with public funds but with private citizens as a Board of Directors.

Such a plan was submitted to Congressional Committees two years ago by William Benton when he was Assistant Secretary, but it was pigeon-holed on Capitol Hill. Instead, Congress decided to turn most of the foreign broadcasting over to the radio networks, but this had disastrous results. The State Department now has firm control of the broadcasts, and the prospects of bigger appropriations for them in the new fiscal year.

It was a coincidence that just at the time this recommendation was made known that the State Department Office of Public Affairs should issue a booklet, "Telling America's Story Abroad". It states:

"The 'Voice of America' today employs 36 shortwave transmitters in the United States, ranging from 10,000 to 200,000 watts in power, are beaming broadcasts in 22 languages to Europe, Latin America and the Far East.

"The International Broadcasting Division (IBD) broadcasts directly to Austria, Bulgaria, Czechoslovakia, France, Germany, Greece, Hungary, Italy, Poland, Romania, the Soviet Union, Spain and Yugoslavia. All the countries of Latin America are covered in Spanish, Portuguese and English. Programs are sent to the Far East to China, the Netherlands East Indies, Indo-China, Siam, Korea and the Soviet Union (Eastern Siberia).

"The International Broadcasting Division is responsible for the planning, execution and content of programs. All programs are written, produced and broadcast from studios in New York City. International shortwave programs from the United States fall into three main categories: about 26 percent is news, about 47 percent editorial and information, and 27 percent music and entertainment.

"In addition to the 36 shortwave transmitters located in the United States, the Government owns and controls shortwave relay stations at Honolulu, Manila and Munich. Other relays are effected through arrangement with domestic broadcasters of various countries including Great Britain, France, Italy, and China.

"Like the other divisions of OII, the International Broadcasting Division anticipates an increase in activities in the present fiscal year. A number of languages will be added to the broadcasts and the hours of broadcasting will be increased as rapidly as staff and facilities can be assembled and organized for the task.

"Voice of America broadcasts have attracted an ever-increasing audience abroad and response from listeners is growing steadily. About 150,000 letters were received from listeners in 1947, the latest period for which statistics are available* * * * *IBD officials say it is difficult to present exact figures on the number of potential listeners to VOA programs, but it is estimated that nearly 30,000,000 receivers capable of receiving signals from the United States are in operation in the world, thus creating a potential audience of about 150,000,000 persons.

"In terms of good will and international understanding, the Voice of America radio programs are making a significant contribution to improvement of the country's foreign relations. A broad acquaintance with life in the United States and the motives behind the foreign policy of this country has frequently created a spirit of harmony where misunderstanding might have existed.

"Finally, as a medium of mass communication, radio enjoys many advantages over other forms of expression. Radio is the only way in which one country can communicate directly and instantaneously with people in other countries. It is the only way of reaching large areas of the world blacked out by local censorship. It hurdles the barrier of illiteracy, it penetrates areas which have no access to or are denied other channels of information. It is not hampered by barriers to the flow of printed or pictorial matter. Restrictions of foreign exchange, paper or film shortages, cartel or tariff hurdles do not affect international broadcasting."

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Station WDSU-TV, New Orleans, Stephens Broadcasting Company, which is expected to begin operations on December 18th, has signed with International News Service for the daily and weekly TV newsreels of INS.

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MUCH TROUBLE SEEN BETWEEN LANDLORDS, TENANTS OVER TV AERIALS

Judging from an expression by John J. Bergen, Assistant General Manager, Greater New York Taxpayers' Association, the question of city television aerials is bringing with it much trouble between house-owners and tenants which may result in endless litigation.

"While many tenants have sought and obtained permission from housing owners before erecting such aerials, a goodly number have installed them without obtaining their landlord's consent", Mr. Bergen stated. "Having taken the law into their own hands, these tenants now assert possessive or proprietary rights to enter upon the roof and attach aerials to the landlord's property, even to the point of defying the owner to effect their forced removal.

"There are a number of cases now pending in the courts which will ultimately settle the issue whether tenants have any legal or equitable right to erect roof aerials without the owner's express permission. The New York County Court of Special Sessions, in the case of People v. Kaye and Lourie, has already ruled that a landlord who removed an aerial could not be charged with malicious destruction of the tenant's property, if all he did was to detach the unauthorized aerial without destroying it.

"Without going into a lengthy legalistic discourse on the rights and obligations of tenants and their prerogatives under written or oral leases, it is well settled in law that a tenant is entitled to the customary use of the premises 'demised' to him. The term 'demised premises' refers to that portion actually let or leased to the tenant.

"Where there is no written lease it is said that the rights and obligations of the landlord and tenant are implied by law, and where there is no express covenant to the contrary it is implied that the tenant will not, without consent of the landlord, make any alteration in the demised premises or in any manner change the character thereof. He cannot, for example, turn a dwelling into a store, or a store into a dwelling, or make two rooms into one, put in doors where none existed, or remove any part of the fixtures contained in the premises demised to him. If he do so, he may be restrained by injunction.

"It would therefore seem axiomatic that a tenant who cannot establish any rights to attach his property to the roof cannot justify such attachment nor claim damages if his encroachment is unauthorized and unlawful. The mere rental of an apartment does not give him any right to usurp the roof for the purpose of erecting any structure upon it, such as a pigeon coop, a solarium or even a television aerial, if the landlord refuses his consent to such use. This principle finds support in the case of Lyon v. Bethlehem Engineering Corporation reported in 223 New York Suppmenent 506 and affirmed by the Court of Appeals at 253 New York 111. It was here held that a lease which provided that the building could be used only for a restaurant, stores,

storerooms, offices, show and salesrooms did not give the tenant the right to construct an electric sign on the roof.

"Until the courts make a final pronouncement as to the respective rights of tenants and landlords, it is clearly evident that under the present state of the law a tenant who erects an aerial upon the landlord's roof or makes any attachment to the parapet walls, without permission, cannot assert any rights to do so, nor compel the owner to grant such permission, if the landlord refuses to allow his roof to be used for that purpose. It therefore follows that any unauthorized attachment of a television aerial may be ordered removed, and upon the tenant's failure to remove it the landlord may detach the antenna, being careful, however, not to destroy it in so doing."

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PHILCO STOCK DIVE, 7 SHARES FOR 100; DR. PITT NEW FINANCIAL OFFICER

The Board of Directors of Philco Corporation last week declared the regular quarterly dividend of 50 cents per share on the Corporation's Common Stock and also a special year-end dividend payable in Common Stock at the rate of seven shares for each 100 shares now outstanding.

William Balderston, stated: "The decision to pay this year-end dividend in s tock rather than in cash was prompted by a special set of circumstances requiring the conservation of cash to handle the substantial increase in the Company's refrigeration and television business, and to provide for additional plant facilities for the production of television receivers.

The Board also declared the regular quarterly dividend of 93-3/4 cents per share on the Corporation's Preferred Stock, 3-3/4% Series A.

Dr. Courtnay Pitt, who since 1947 has been in charge of its Division of Economic Research, has been elected to the newly-created office of Vice President - Finance of Philco Corporation, and in this capacity will serve as the chief financial officer of the company.

Dr. Pitt received his Ph.D. in Economics from Princeton in 1935. During the following year, he was a member of the Princeton faculty, and served on the staff of the School of Public and International Affairs.

Philco Corporation has signed an agreement to acquire the net assets of Electromaster, Inc., manufacturers of electric ranges. In exchange for the plant facilities, patents, and other assets of Electromaster, Philco will tender 68,212-1/2 shares of its authorized but unissued common stock, or 1 share of Philco for 8.796 shares of Electromaster, after giving effect to the declaration of a 7% stock dividend on Philco common stock payable December 14th to holders of record December 3rd.

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NEW CONGRESSMAN WOULD REGULATE POLLS; LICENSE POLLSTERS

Representative-elect Earl Chudoff (D), of Philadelphia, speaking at the University of Pennsylvania Forum over WCAU-TV said he will introduce legislation to regulate the operation of polls, preferable putting them under the supervision of the Federal Trade Commission.

Mr. Chudoff didn't go into details on the television show, radio officials were left speculating about the bill, which might easily go through under the new Congressional setup. Mr. Chudoff stated specifically he favored eliminating poll-taking by telephone, a detail which might throw the radio survey field wide open.

There has been a lot of talk since the election over whether or not the polls should be continued, Mr. Chudoff said, but he thought they should be. "The American people enjoy looking at these polls and got a terrific kick out of the outcome inasmuch as the polls were wrong.

"I do say, however, the polls have a psychological effect upon the people, and I think that effect is what we lawyers call a public interest.

"Utilities have an effect upon public interest, the milk industry has an effect upon public interest, and in order to have a poll utility they should be licensed by an agency."

The Congressman-elect then announced that he would introduce a bill at the coming session of Congress to provide for the licensing of pollsters.

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TREYNOR, DIRECTOR OF SALES, FOR WOIC TV WASHINGTON

William K. Treynor, Account Executive for Station WOL, Washington, is the new Director of Sales of Station WOIC, Washington.

Mr. Treynor, a Marine night fighter pilot during the past war, first joined the staff of WOL in 1939. Upon his return from the service in February of 1946, he entered the WOL Sales Department. A native Washingtonian and holder of the Air Medal (with four Clusters) and the Distinguished Flying Cross, he is a First Lieutenant in the U. S. Marine Corps Permanent Reserve.

WOIC, owned by the Bamberger Broadcasting Service, is affiliated with both the CBS and MBS Television Networks and is scheduled to begin operations in Washington January 15, 1949.

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ZENITH 6 MONTHS' NET PROFIT $984,535; TV SETS WELL RECEIVED

Zenith Radio Corporation reports estimated net consolidated operating profits for itself and its subsidiaries for the first six months ended October 31, 1948, of its current fiscal year amounting to $984,535, after Federal income tax provision of $599,144, depreciation, excise taxes and reserves for contingencies.

Net consolidated operating profits for the three month period ended October 31, 1948, amounted to $879,566 after Federal income tax provision of $536,835, depreciation, excise taxes and reserves for contingencies.

Estimated profits for the quarter ended October 31, 1948, were higher than for the comparable quarter in 1947, although estimated profits for the six month period ended October 31, 1948 were less for the comparable six month period a year ago because of the normal Summertime decline this year, a two weeks' vacation shutdown in the first quarter and increased labor costs.

Introduction of several console radio and phonograph combination models equipped with dual Cobra tone arms for playing both the "conventional" and new "long playing" records accounted, in part, for a substantial increase in shipments during the quarter.

The Company presently has a very substantial backlog of orders for all types of radio receivers even though many competitive brands of receivers are being advertised daily at cut prices.

"The Company's new line of television receivers recently shown to its distributors and dealers for the first time was enthusiastically received", E. F. McDonald, President, said in making the report. "These television receivers contain many advanced features not found in any other present day television receiver. These features include the Giant Circle Screen for larger, brighter and clearer pictures, Bull's Eye True Automatic Tuning for simplified and positive operation and provision for Phonevision, when it becomes available. Prices range from $389.95 for table models to $1,150 for console combinations.

"To prevent obsolescence, Zenith has incorporated in all of its television receivers, an advanced type of Turret Tuner, which is capable of receiving not only the frequencies presently allotted to television but can also receive the ultra-high frequencies which the Federal Communications Commission will undoubtedly make available to television broadcasters in order to give satisfactory coverage.

"Sales of regular radio receivers, including phonograph combinations, continue at a very satisfactory rate and it is not expected they will be affected, to any great extent, by the introduction of television.

"Demands from automobile manufacturers for the Company's auto radio far exceed the Company's present facilities allotted to this production."

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OFFICIAL DENIES WINCHELL CLAIM OF PRESS AND RADIO MUZZLE

A Defense Department spokesman denied charges by Walter Winchell that the Hopley civilian defense program holds the "frightening and terrifying power to muzzle the radio and the press."

The program, denounced by Winchell in a broadcast, was prepared by the Office of Civil Defense Planning and submitted to Defense Secretary James V. Forrestal as a plan to prepare American civilians for possible future atomic warfare.

"Mr. Winchell apparently has not read the report", said the Defense Department spokesman. "Our office has searched thoroughly through this report in an effort to find any recommendation which would tend to 'muzzle the radio and the press', and there is none. The report makes provisions for informing the public of the progress of any future war, but, so far as we can find, there is not a single reference to censorship, not even voluntary censorship."

Under the title, "Public Information in the Civil Defense Program", the report said: "Regional offices when established in the civil defense organization, should include the function of public information. . . . The public information officer operating in an affected area would occupy a post of high responsibility in his own civil defense organization. He should be capable of ferreting out facts from an avalanche of rumors. He should be a person of sound judgment who would assist the local director of civil defense in utilization of all available mass communication facilities as a means of resisting panic tendencies.

"Radio broadcasting stations could be employed most effectively because their services assure comprehensive coverage in a minimum of time."

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ENGLISH TEACHERS HAIL RADIO SHOWS

The Theatre Guild on the Air, heard over the American Broadcasting Company network, and the documentary unit of the Columbia Broadcasting System have won the awards of the National Council of Teachers of English as "the best literature on the air" in the 1947-48 school year.

This was made known last week in advance of the formal announcement on the closing day of the Council's annual meeting, with 5,000 teachers in attendance.

The ABC show was chosen as the program which did most "to further listeners' understanding and appreciation of our literary heritage and to awaken a greater love of good writing." Also considered in this category as worthy of commendation were the Fort Theatre, "The Greatest Story Ever Told" and "Studio One."

CBS was commended for giving"a superb staff of writers and producers an adequate budget and all the time they needed for research, writing and preparation" to produce the shows.

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SCISSORS AND PASTE

Hollywood Blames Bad Press And Radio
(Richard L. Coe in "Washington Post")

It turns out there is a depression in Hollywood and there is not a depression in Hollywood.

The objective reporters on the scene tell their readers and radio listeners that people have been let out of the studios, that things are tough for the little guy and that for these calamities there are a number of reasons.

The movie executives, however, seem to feel that all this gloomy talk only creates the impression that the pictures coming out of Hollywood these days are "inferior", that "the whole chain of thinking must be corrected", that a lot of it is "bandwagon thinking".

Last week's pronunciamentos came from meetings of the Motion Picture Association of America and the Theater Owners of America. Most specific was the TOA, which explained that the Industry faces a crisis for eight specific reasons:

1. The box office slump; 2. A bad press and radio. 3. The foreign market decline. 4. Legislation and taxation. 5. Costly litigation. 6. Censorship. 7. Juvenile delinquency. 8. The passive audience.

Behind all these "reasons" are some amusing reflections. When the boys speak, for instance, of a boxoffice slump, they mean a falling off in receipts from the 1946-7 years, which were all-time highs.

By bad press and radio, they refer specifically to the "scandals" involving topnotch stars. There is a bizarre air of the unreal about all this, and one of the best laughs on radio are the programs of Louella Parsons and Jimmy Fidler, both of whom condemn publicity which puts Hollywood in a bad light and in the very next breath are off with their romantic "exclusives".

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Porthole Television Is The Latest
(Sam Lenner in "Chicago Daily News")

Cmdr. E. F. McDonald, Jr., President of Zenith Radio Corp., is distinguished also as a yachtsman who saw much of the world through the portholes of his 183-foot Mizpah, now the property of the U. S. Navy.

No one at the Zenith plant will say, but it's my guess that the porthole influence produced the revolutionary circle screen that distinguishes the Zenith television sets unveiled for the press this week.

The experts may argue that the square or rectangular screen is equal in area to a given circle but the encyclopaedia defends the optical illusion as both "natural and necessary." It may be an optical illusion but after years of viewing movies on a square screen I would recommend a change-over to a circular one if it does for films what it does for the television picture.

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TV Hooks Two Pennsylvanians 100 Miles Away
(Marquis Childs in "Washington Post")

The other day I met a pair of television fans. Their experience, I would guess, is typical of what is happening to thousands of people and what will happen in the next two to four years to millions.

This husband and wife live in a Pennsylvania town of about 50,000 which is 100 miles from Philadelphia. There is no television station in the town.

Last Spring Mr. and Mrs. Jones became convinced from the experience of a tavern keeper in their town, that they could get television from a distance of 100 miles. They went to Philadelphia to buy a set and there they were told not to waste their money, since the receiving range was at the outside 25 to 30 miles.

They persisted and last May a set was installed in their home, the first set in any home in the town. On one channel the image comes through as clearly and as distinctly as it does in Philadelphia, Mr. and Mrs. Jones having made careful comparisons on visits to the city.

They, too, had thought it might be just a novelty of which they would soon grow tired. But seven months have gone by and they are just as eager to get into the living room after supper as they were the first week.

Besides the good channel, they get images of varying distinctness and clarity on two other channels. Now and then they have successfully picked up Baltimore, which is nearly 200 air miles away.

In the seven months they have had their set, they have gone to the movies twice. Normal for the pretelevision era was about 3 3 times a month, or 21 times against 2 times.

What is more, the Joneses no longer have very much interest in the radio programs that used to be their favorites. Sound without sight does not hold them.

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A Towering Electronic Laboratory
("Parade")

In a slender, gleaming tower rising 300 feet above suburban Nutley, N.J., scientists are bringing the dream of "One World" closer to reality through the magic of microwaves. These powerful, ultra-high-frequency waves make it possible to link the nations in a global network of television, telephone and telegraph communications. What is happening in Cape Town, South Africa, may one day be seen instantaneously on a television screen in an American home. New, wide-band channels opened up in the microwave region can accommodate as many as 12 radio-telephone conversations simultaneously.

Built by the International Telephone and Telegraph Corporation, the $500,000 aluminum-sheathed tower houses one of the world's most modern laboratories. Here, engineers are using microwaves in the development of such electronic wonders as two-color radar and "DME" - Distance Measuring Equipment. Two-color radar accurately plots the course of an airplane as a moving green dot on an amber screen. DME is, in effect, an electronic tape measure which indicates the distance of an airplane to within one-tenth of a mile from a fixed point, with the plane as far away as 120 miles.

(Continued on page 16 at bottom)

TRADE NOTES

It is reported from the palace in London that the absence of public engagements enables the King since his illness to devote more time to reading for pleasure, listening to the radio and watching the television programs.

Having experimented with televising a full length opera for the first time, the Texas Company for the ninth consecutive season will sponsor the Saturday afternoon broadcasts of the Metropolitan Opera over the American Broadcasting Company, beginning with the December 4th broadcast of "Mignon". The season will last 16 weeks.

Mildred S. Gillars, 47, the wartime "Axis Sally" is sewing bandages for Gallinger Hospital in Washington, D. C., while awaiting trial on 10 counts of treason in the Washington jail. She is charged with broadcasting treasonable statements over the Nazi radio, beamed to American troops.

The only trouble Axis Sally has given jail authorities involved an abortive effort to teach a fellow prisoner how to speak German.

Dennis Clemmer, director of the jail, said he spotted her recently showing another prisoner "how to hold a long German-like vowel" and Clemmer gave orders to authorities to put a stop to it.

Directors of Sylvania Electric Products, Inc., last week declared a regular quarterly dividend of $1 per share on the $4 cumulative preferred stock, payable January 1, 1949, to stockholders of record December 20, 1948. They also declared a dividend of 35 cents per share on the common stock payable December 20, 1948, to stockholders of record December 10, 1948.

Prior to their return to England December 9th, Norman Collins, Controller of the British Broadcasting Corporation television, and Harold Bishop, BBC Chief Engineer, will hold a press conference in the BBC New York office, 630 Fifth Avenue, Room 3320 Monday, December 6th at 11 A.M. Collins and Bishop are presently in the USA on a brief visit.

The Federal Communications Commission recently received a letter the other day from an optimist who lives in Louisiana. The fellow wanted to take an amateur radio operator's examination. So, he sat down and wrote FCC to supply him with both money and clothes to enable him to go to the city for the test. He didn't want much-only three suits, hats, shirts, shoes, and union suits, but he emphasized that he needed only one handkerchief - Jerry Klutz's column in The Washington Post.

Miss Margaret Truman, the President's daughter, has declined the offer of a concert and broadcasting engagement in England in 1949. Lynford-Joel Promotions said in London that when the election results were announced they received a cable from Miss Truman at the White House saying that while she would like to come to Britain, she was unable to do so owing to other commitments.

However, a report has been circulated this week that Miss Truman is expecting to go to England and to the La Scala Opera House in Italy, where she has been asked to sing.

The Crosley Radio Corporation Columbus video station WLW-C, and its sister Dayton outlet, WLW-D, are slated to begin operations February 1.

The two Ohio video stations are part of a 5-station television network being planned by Crosley. WLW-T, Cincinnati, veteran of the projected network, has been operating commercially since February, 1948.

Predicting the sale of more than 14,700 television sets with a retail value of $5,526,000 during the first year of commercial television in the Indianapolis area, H. G. Baker, General Sales Manager of RCA Victor, declared in a talk in Indianapolis that the world is verging on a "Television Age".

Entering the second week of their "Radio in Every Room" campaign, Trenton, N.J. radio dealers are enthusiastic over the results obtained thus far.

"Our sales have doubled over last week's", said Robert L. Kulp, Manager of the Appliance and Radio Departments of Hurley-Tobin, leading Trenton department store. "The figures show a 2 to 1 improvement and we expect the second week to be even better."

Station WATV, Bremer Broadcasting Corporation, Newark, N.J., has resumed operations following installation of its new six bat-wing type antenna on the station's tower at West Orange, N. J.

Ten-year-old Jane Bieberman has the distinction of being the youngest licensed radio operator in the world.

The Federal Communications Commission has issued Jane the call letters W3OVV to identify her amateur radio station at 21 Dartmouth Road, Bala-Cynwyd, Pa. To get her government license, Jane had to pass the test in telegraphers' code at 13 words per minute and the written examination in radio theory and laws required of all applicants for amateur license.

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(Continuation of "A Towering Electronic Laboratory" from page 14)

Microwaves have frequencies that are high up in the radio frequency spectrum, where they are much closer to light than to sound. Like light, they travel in a straight line and can be beamed in any direction. Also like light, their range is close to the horizon. Microwave towers, spaced every 30 to 120 miles, can retransmit the signals. Transmission of voices, pictures and print, now confined to several hundred miles, is possible on a world-wide scale with the aid of multi-channel microwave links.

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Radio — Television — FM — Communications

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Robert D. Heinl, *Editor*

Founded in 1924

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No. 1854

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December 8, 1948

ZENITH SOLVES TV TUBE PROBLEM BUYING RAULAND TUBE CORP.

Declaring that a tube bottleneck prevailed in the production of television sets, E. F. McDonald, Jr., President of the Zenith Radio Corporation, stated last Monday that Zenith had solved the problem by the outright purchase of all the capital stock of the Rauland Tube Corporation of Chicago.

E. N. Rauland will continue as President and Director of the Rauland Corporation, as will also the other personnel heretofore employed in the business. No changes are contemplated other than considerable expansion of the facilities for manufacturing cathode ray tubes of the type used as the picture screen in television receivers.

"Following within a few days of the introduction to the public of the new Zenith television receivers", the Zenith Corporation stated, "comes the announcement that Zenith Radio Corporation has purchased the Rauland Corporation, manufacturer of cathode ray tubes for television pictures. Mr. Rauland will remain as President and Director of the firm which will operate as a wholly-owned subsidiary of Zenith."

Commander McDonald said:

"Television picture tubes are the bottleneck of the television manufacturing industry. This purchase guarantees Zenith's future in television and phonevision. We are extremely fortunate to have acquired a business that has produced in large volume television tubes that are generally recognized as the highest quality available to the industry. We are fortunate, too, to have continue with us Mr. Rauland, who founded the business and will continue to guide its destinies.

"Plans are already in motion", continued Mr. McDonald, "to double the present tube building facilities of the Rauland Corporation. The current enthusiasm of the trade and the public for Zenith television portends the need for more and more expansion in the months ahead.

"Retention of the present personnel of the Rauland Corporation assures the completion of many important developments now in the company's laboratories, and a continuance of the aggressive research policies which the management has promoted in the past."

Zenith is the latest to join in the manufacture of television receivers, its first sets having been placed on the market in Chicago last week. According to Commander McDonald, these sets were enthusiastically received by the Chicagoans. He said:

"These television receivers contain many advanced features not found in any other present day television receiver. These features include the Giant Circle Screen for larger, brighter and clearer pictures, Bull's Eye True Automatic Tuning for simplified and positive operation and provision for Phonevision, when it becomes available. Prices range from $389.95 for table models to $1,150 for console combinations.

"To prevent obsolescence, Zenith has incorporated in all of its television receivers, an advanced type of Turret Tuner, which is capable of receiving not only the frequencies presently allotted to television but can also receive the ultra-high frequencies which the Federal Communications Commission will undoubtedly make available to television broadcasters in order to give satisfactory coverage."

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ABC REPORTS LOSS FROM TELEVISION OPERATIONS

The American Broadcasting Company, Inc., and subsidiaries report for the nine months ended September 30, 1948, estimated net income of $440,000 after Federal income taxes estimated at $270,000, equal to 26 cents a share on 1,689,017 shares of $1 par common stock. This compares with estimated net income of $1,050,000, equal to 62 cents a common share on the same number of shares, reported for the like period a year ago.

The decrease in net income is largely due to the loss from television operations.

Gross income from the sale of facilities, talent, lines, etc., for the nine months ended September 30, 1948 amounted to $39,080,912, compared with gross income of $38,138,847 for the comparable period a year ago.

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PRESS, RADIO, NEWS FACILITIES TWICE ANY PREVIOUS INAUGURAL

Twice the facilities for press, radio, photographic and television coverage of the inaugural ceremonies for President Truman in January, over the last formal inaugural in 1941, is projected by S. C. Brightman, Committee Publicity Director.

A record-breaking contingent of 5,000 news and radio men will cover the 1949 affair, it is estimated by the Committee.

Plans for handling the large delegation are well under way, although the recently named Publicity Director explained it will be weeks before everything is "completely packaged".

At the press stand on Pennsylvania Avenue, opposite the White House, 100 seats for the working press and radio will be held in reserve while 800 additional press and radio section seats for others attending are to be set aside in the bleachers.

"Visiting members of the press and radio will have to shift for themselves in making hotel reservations and housing arrangements", Brightman explained.

Joseph S. Evans, Jr. has been chosen Executive Secretary of the Ina ugural Committee. He served during the war with the London bureau of the New York Herald Tribune as manager, a post he later resigned to become chief European foreign correspondent and manager of Newsweek's European bureau.

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FOLSOM NEW RCA PRES. O.K'ED BY SARNOFF WHO REMAINS TOPS

Brig. Gen. David Sarnoff last week answered the $64 question as to who would succeed him as President of the Radio Corporation of America. General Sarnoff had occupied the offices of both President and Chairman of the Board since the retirement of the late Gen. James G. Harbord in 1947. Since then there has been considerable speculation regarding Mr. Sarnoff's successor. Numerous names were mentioned and at one time it was reported that the Chairman and presidency would be merged.

However, Gen. Sarnoff finally gave the nod to Frank M. Folsom, Executive Vice-President in Charge of the RCA Victor Division, which for the past five years has been in charge of RCA production activities. The Directors, showing how highly they regarded Mr. Sarnoff's recommendation, elected Mr. Folsom as President of RCA, effective January 1, 1949.

At the same meeting, John G. Wilson, Vice President and General Manager in Camden, was elected Executive Vice President of the RCA Victor Division, succeeding to the post filled by Mr. Folsom.

General Sarnoff continues as Chairman of the Board and will remain Chief Executive Officer of the RCA, as well as Chairman of the Board of the National Broadcasting Company and RCA Communications, Inc., both wholly owned subsidiaries of RCA.

Mr. Folsom joined the Radio Corporation of America as a Director and Vice President in Charge of the RCA Victor Division on January 1, 1944, and he was elected Executive Vice President in Charge of the RCA Victor Division on June 1, 1945.

Prior to his association with RCA, Mr. Folsom had been active for 30 years in merchandising and had served for nearly two years as Chief of the Procurement Branch of the United States Navy Department. For outstanding service with the Navy, he was awarded the Medal for Merit by President Truman and received the Distinguished Civilian Service Award, the Navy's highest civilian honor.

Mr. Folsom was born on May 14, 1894, in Sprague, Washington. He attended schools in Washington and Oregon and received honorary LL.D. degrees from the University of San Francisco and St. Joseph's College, Philadelphia.

Mr. Folsom began his business career with Lipman Wolfe Department Store, of Portland, Ore. in 1910. Three years later, he became an apprentice buyer at Hale Brothers in San Francisco and in 1914 joined the firm of Weinstock & Lubin in Sacramento, remaining there until 1917, when he entered the Air Service, United States Army.

At the end of World War I, Mr. Folsom resumed his position as buyer with Weinstock & Lubin, and continued there until 1923. He then rejoined Hale Brothers as General Merchandise Manager and in 1928 became a Director and General Manager.

Four years later, Mr. Folsom joined Montgomery Ward & Company as Manager of Pacific Coast operations for both Mail Order and Retail Stores. In 1933, he was elected Vice President in Charge of Merchandising and a Directorof Montgomery Ward, with headquarters in Chicago. He resigned in 1940 to become Executive Vice President of Goldblatt Brothers, Inc. of Chicago.

Mr. Folsom was one of the first industrialists to enter Government service prior to World War II. He joined the National Defense Advisory Commission upon its formation on July 1, 1940, as Assistant Coordinator of Purchases. He continued in that position through 1941, when the Secretary of the Navy appointed him a special assistant to the Under Secretary of the Navy and Chief of Procurement. He also served as Chairman of the Procurement Policy Board of the WPB, which was the coordinating agency for procurement policy of all war services and agencies.

Mr. Folsom is President of the Navy Industrial Association and Chairman and Director of Brand Names Foundation, Inc., also a Director of the Radio Manufacturers' Association.

Mr. Wilson joined the Radio Corporation of America in June, 1944, as Administrator of Accounts and Finance for the RCA Victor Division. In June, 1945, he was elected operating Vice President and two years later he was elected Vice President and General Manager for the RCA Victor Division.

Prior to his association with RCA, Mr. Wilson had been active for over twenty-five years in the accounting, financial, operating and merchandising fields.

Born in Alma, Illinois, on August 17, 1900, Mr. Wilson attended Illinois public schools and Northwestern University.

In the first World War, he served as a Captain in the Coast Artillery.

Mr. Wilson began his career at Price Waterhouse & Company, Chicago, in 1920. In 1924, he joined the Blackhawk Press in Chicago. Three years later, Mr. Wilson became associated with Montgomery Ward & Company as Assistant Controller and later as Controller. He remained at Ward's until 1940, when he left to become Vice President and Controller, and a Director, of Goldblatt Bros., Inc. in Chicago. A year before joining the Radio Corporation of America, he became associated with the United Wallpaper Company as Vice President and General Manager.

Mr. Wilson is a Director of the RCA Victor Company, Ltd., of Montreal, Canada. He is also a Director of the New Jersey State Chamber of Commerce; a member of the Controllers Institute of America and of the Society of Naval Engineers.

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RCA PRES.-ELECT FOLSOM FORESEES 1,600,000 NEW TV SETS IN '49

When the Clover Club of Boston invited Frank M. Folsom, Vice-President in Charge of the RCA Victor Division, to address them last Saturday night, they had no way of knowing that by that time Mr. Folsom would be the President-elect of the Radio Corporation of America, succeeding to the vacancy created when Brig. Gen. David Sarnoff moved up to the chairmanship of the Board and Chief Executive Officer.

So it proved to be quite a memorable occasion all around. Mr. Folsom took the opportunity to go to the bat for television by saying the industry is two years ahead of the most optimistic post-war forecasts and by predicting that 1,600,000 new television receivers would be added in 1949.

It is physically impossible, Mr. Folsom said, for the radio industry to produce enough television receivers to meet the current demand, and this condition will continue throughout 1949.

Describing television as "one of the greatest beehives of activity in American industry", Mr. Folsom asserted:

"If the returns from television broadcasting and the allied program activities are added to the income produced by television manufacturing, this new art should add $8,000,000,000 a year to the national economy five years hence. That amount would place the radio-television industry among the ten largest industries in the United States."

From now on each year the pace of television's growth will be accelerated as production increases, as more stations go on the air and as networks spread across the country, continued Mr. Folsom, pointing out that with the joining of eastern and mid-western television networks by coaxial cable on January 12, Boston would be linked with stations as far south as Richmond and as far west as St. Louis.

"The radio industry, in 1948, will produce and sell 850,000 television receivers", said Mr. Folsom. "This means, that as we enter the new year, more than 1,000,000 receivers will be in use. The potential viewing audience will number approximately 6,000,000 persons. On special occasions -- such as next month's inauguration of President Truman -- more than 10,000,000 spectators will crowd around the country's television sets.

"These statistics add up to the fact that television is the fastest growing new industry in the United States. It is rapidly establishing itself as one of the economic bulwarks of the nation. In 1949, it is estimated that 1,600,000 new television receivers will be added to the million already in operation. By 1953, the industry as a whole will be turning out 4,800,000 sets a year -- so by the time of the following presidential inauguration in 1953, we may expect that there will be 17,000,000 television receiving sets in this country, with a potential audience of 50 to 60 million persons."

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CRAVEN JOINS LOHNES, CULVER FIRM; REMAINS COWLES CONSULTANT

Tam Craven (with that winning smile with which it is believed he could cash a check on any bank in the country) is returning to his first love (next to the U.S. Navy) - the general practice of radio engineering. Commander Craven, Vice-President of the Cowles Broadcasting Company and former member of the Federal Communications Commission, has resigned from the Cowles organization to join the radio engineering firm of Lohnes & Culver which after January 1st will be known as Craven, Lohnes and Culver.

Actually Commander Craven's services so far as the Cowles Company is concerned, will be about the same as before as he will continue to be their consultant and advisor in all radio and television matters.

Gen. Luther L. Hill, Executive Vice President, Cowles Broadcasting Co., and General Manager of Des Moines Register-Tribune, issued the following statement on Commander Craven's resignation:

"While we accept with regret the resignation of Commander Craven as Vice President in Charge of Engineering, we are happy that he will continue to serve our organization in the capacity of consulting engineer. Commander Craven is in our judgment one of the country's foremost radio engineers and has made many notable contributions to his chosen field.

"As senior member of an independent engineering firm, he will be in an excellent position to continue his work which has been of enormous benefit not alone to the radio broadcasting industry but to all the American people as well."

Commander Craven joined Cowles in 1944 as Vice-President in Charge of Eastern Activities and of Engineering. At that time he had completed a full seven-year term as FCC Commissioner, preceded by several years as FCC Chief Engineer.

Lohnes & Culver was formed in June 1944 by George M. Lohnes and Ronald H. Culver. Both formerly had been for a number of years with Jansky & Bailey, Washington consulting engineering firm.

Commander Craven has been associated with the engineering aspects of radio regulation almost from the beginning. He was loaned by the Navy, graduating from Annapolis in 1913, to the Federal Radio Commission, FCC predecessor, in 1927. Prior to that, during his Navy career, he served on various governmental radio advisory committees and participated in national and international communications conferences. He resigned from active Navy duty in 1930 to enter private practice as consulting engineer.

At the behest of President Roosevelt, he left this practice in 1935 to become Chief Engineer of the FCC.

Presently member-at-large of the Board of Directors of the National Association of Broadcasters, representing medium power stations, Commander Craven in 1 946 was named to represent NAB at the technical conferences and negotiations to renew and revise the North American Regional Broadcasting Agreement.

The new firm will have offices in the Munsey Building in Washington, D. C.

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CHARGES TV AERIAL OBJECTION IS LANDLORDS' HIGHER RENT STALL

There was a quick comeback to a defense of owners of apartment houses objecting to television antennas made by John J. Bergen, Assistant General Manager, Greater New York Taxpayers' Association (see Heinl News Service Dec. 1, page 8), from A. E. Glick, of New York City, who strongly inferred the landlords were using television aerial objection as blind to fight tenants who have been opposing rent increases.

Addressing the New York Times, Mr. Glick stated:

"John J. Berger, representative of a landlords' association, writes in your issue of Nov. 29 concerning the so-called justifiable refusal of landlords to allow tenants to install television aerials on the roof because accident hazards are created.

"When we consider how quickly this objection is withdrawn if a rent increase is given by the tenant, and how landlords discriminate between a tenant who pays the increase and one who does not, both residing in the same apartment house, it is clear that the creation of an accident hazard is not the true reason for the objection.

"As a large number of tenants are affected by this practice of the landlords, it might be advisable for tenants' associations as well as the television industry, which would gain by increased sales, to press for legislation prohibiting a landlord from interfering with the installation by a tenant of a roof aerial unless the landlord proves affirmatively that a public nuisance is created thereby and he is not discriminating between tenants who pay or do not pay rent increases or other benefits to the landlord for the installation of the aerial."

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KING'S ANNUAL XMAS MESSAGE TO BRITISH EMPIRE STILL SCHEDULED

Despite dire reports as to His Majesty's health, an announcement comes that the annual Christmas message to the British Empire by King George VI of England will be broadcast over WOR on Christmas day from 2:30 to 2:45 P.M. This will be a recorded copy of the program presented earlier in the day by the British Broadcasting Company.

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REIG, WGY, NATIONAL WINNER OF H. P. DAVIS ANNOUNCERS' AWARD

Howard Reig, staff announcer of Station WGY, Schenectady, N. Y., was named national winner of the H. P. Davis National Memorial Announcers' Award for 1948 on a special award program over the National Broadcasting Company network tonight (Wednesday, December 8).

Other winners:

50,000 Watt Stations: Winner, Paul Shannon, KDKA, Pittsburgh Honorable Mention - James Westover, KDKA.

Regional Stations: Winner - Dean Montgomery, KELO, Sioux Falls, S.D.; Honorable Mention - Bob Kay, WAVE, Louisville, Ky.

Local Stations: Winner - Irving Berndt, WRAK, Williamsport, Pa.; Honorable Mention, - Ernie Kovacs, WTTM, Trenton, N. J.

NBC Owned and Operated: Winner - Norman Barry, WMAQ, Chicago, Ill.; Honorable Mention - Starr Yelland, KOA, Denver, Colo.

Mr. Reig will receive the H. P. Davis Announcers' Gold Medal and a cash award of $500. Each winner in the four station categories will receive an engraved signet ring. Honorable mention winners will be awarded engraved certificates. A certificate will be presented also to each station from whose entries the national winner and the group winners were chosen.

Judges were prominent radio executives, headed by Erik Barnouw, well-known script writer and head of the radio courses at Columbia University, Winners were selected from off-the-air recorded entries submitted by station managers of NBC affiliated and owned-and-operated stations. Entries were judged on the basis of personality, diction, voice, versatility and maintenance of a high announcing standard.

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JOHN S. KENNEDY, KSDJ, GETS THE SHIRT OFF OF HST'S BACK

John A. Kennedy, publisher of the San Diego Journal, and operator of Station KSDJ, has the shirt off President Truman's back.

While vacationing at Key West recently, Mr. Kennedy, as told by Editor & Publisher, admired the multi-colored sports shirt the President was wearing. Mr. Truman put it on Kennedy and told him it was his. Mr. Kennedy kept it on one condition: That all members of the First Family autograph it. They did.

Mr. Kennedy was a strong supporter of Mr. Truman in the election campaign.

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RISING TV COSTS CAUSES THEATRE GUILD, GENERAL FOODS, TO QUIT

Rising production costs of dramatic shows on television resulted yesterday in a decision by the Theatre Guild and the General Foods Corporation to abandon negotiations for a resumption of the guild's video show on Sunday nights over the National Broadcasting Company. It had been expected the show would resume next month in the 8-9 spot.

In a joint statement, the Guild and the corporation said that they were "in agreement on the essentials" but that "unanticipated costs and related problems have caused the two companies to postpone projected plans at this time."

The cancellation of the projected program follows a substantial boost in almost all costs as a result of the boom in dramatic TV shows. At present there are five programs competing for scripts to plays, with the royalty fees for television presentations rising proportionately. In one case, it was reported, a royalty fee of $1,750 was asked for a single television showing of a script, with the cost of adaptation being a further expense.

In industry circles it was noted by the New York Times that the over-all budgets for television dramatic shows frequently run between $10,000 and $20,000 per performance, which are comparable to the costs of similar radio programs enjoying many times the audience.

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HAWKINS NEW GENERAL ATTORNEY OF RCA COMMUNICATIONS

Howard R. Hawkins has been appointed General Attorney of RCA Communications, Inc., it was announced yesterday (Tuesday, December 7) by H. C. Ingles, President. Mr. Hawkins replaces David C. Adams, Vice President and General Attorney, who has resigned, effective December 31, 1948, to become Assistant to Charles R. Denny, Executive Vice President of the National Broadcasting Company.

Mr. Hawkins, 32 years old and from Indiana, joined RCA Communications as Assistant General Attorney in May, 1946, after serving for five years with the Federal Bureau of Investigation. He has participated in proceedings before the Federal Communications Commission and before State and Federal Courts.

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BRAZIL GETS ON TELEVISION BROADCASTING BANDWAGON

Television will soon makes its appearance in Brazil. Three television stations are to be installed, two in Rio de Janeiro and one in Sao Paulo. In addition, experimental work is being carried on in Rio de Janeiro in small vehicles and in airplanes.

The American Consulate General at Sao Paulo reports further that topographic studies of the City of Sao Paulo have been made and indications are that the physical conditions of the city are suitable

for television. The contract provides for the installation to be made during the Summer of 1949, although the location has not been definitely decided. The project will include two relay stations to be installed at a later date approximately 30 to 55 miles from Sao Paulo. Although the technical characteristics are not available, it is understood the sound will be broadcast through an FM (frequency-modulation) transmitter.

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U.S. TV SPEED-UP CAUSES BRITISH APPREHENSION

Apparently the British fear they may be caught napping by the progress the United States has made in television.

"In this country we have only some 85,000 television viewers against some 700,000 in America", said Laborite W. L. Wyatt, addressing the House of Commons last week. "Our output of set is ten to twelve times less than that of America, but the British set compares quite well with the American set."

Mr. Wyatt said he hoped the Government wouldn't take a defeatist line with regard to the United States in television because, he said, "our technicians are able to do better than those of the United States at the moment."

Percy Daines, another Labor M.P., remarked that in ten years' time both politicians and Prime Ministers would be going before the televiewer. "This is a pretty awful prospect", he commented.

One M.P. said the French had just decided to establish an 819-line transmitter, which is a much higher line, with better quality, than that used by American industry, and he urged British industry to follow the French example.

John Freeman, who answered for the Ministry of Supply, reassured the House on the subject. He said one of the main bottlenecks - shortage of cathode ray tubes - would be met by large imports in 1948.

However, he made it clear the Government would leave the television industry for the present entirely in the hands of free enterprise and that there would be no question of helping out with either a subsidy or Government research.

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Dr. Curtis J. Humphreys is the new Chief of the Radiometry Section at the National Bureau of Standards in Washington, D. C. Dr. Chester H. Page is an electronics consultant and Dr. John E. White is the new Chief of the Electron Tube Section of the Bureau.

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BERTRAM TOWER ELECTED AMERICAN CABLE & RADIO V-P

Bertram B. Tower has been elected a Vice-President of American Cable & Radio Corporation. Mr. Tower, who is also Comptroller of ACR and its three main operating subsidiaries, All America Cables and Radio, Inc., The Commercial Cable Company, and the Mackay Radio and Telegraph Company, has been associated with the system for the past six years.

A native of Brockton, Massachusetts, Mr. Tower received the degree of Bachelor of Science in Business Administration from the University of New Hampshire in 1935. Following this, he specialized in taxation and accounting at Columbia University.

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SURVEY SHOWS 718,000 TV RECEIVERS INSTALLED UP TO NOVEMBER

Figures released by the Research Department of the National Broadcasting Company indicate that as of November 1, there were 718,000 TV sets installed throughout the U.S. Cities with most receivers are as follows:

New York area.	320,000
Philadelphia	80,000
Los Angeles.	42,400
Chicago.	41,000
Boston	30,400
Baltimore.	26,000
Washington	21,200
Detroit.	20,500
Cleveland.	16,600
St. Louis.	13,000
Schenectady.	10,600

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PETRILLO OUTDONE BY STREET PLAYER OF SALVATION ARMY

James Caesar Petrillo, President of the American Federation of Musicians (AFL), finally ran across some musicians he couldn't unionize last week, the U.P. reports.

Petrillo said he was walking through downtown Cincinnati when he met a group of Salvation Army musicians playing on a street corner.

"They sounded good", he said, "so I dropped a five-spot in the box.

"Then I said to the fellow blowing the horn, 'Do you guys belong to the union?'

"'Yes, sir', was the reply, 'we belong to the union for God.'"

"It stopped me", Petrillo admitted.

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CARNEGIE INSTITUTION GRANTED SPECIAL TEMP. AUTH. FOR EXPER. STA.

The Federal Communications Commission on December 3 granted special temporary authority for a new Class 1 experimental station to be used by Carnegit Institution, of Washington, (Department of Terrestrial Magnetism) in connection with observations during the Geminid Meteor Shower from December 5 through December 20.

With respect to this operation, Carnegie submitted the following: "The dramatic idea for which the observations described below are needed to give a further test is very small particles which fall toward the earth and later become meteors are slowed down in the outermost limits of the atmosphere by a sufficient amount to convert their hyperbolic orbits to very long elliptical orbits. From this point on these particles are trapped by the earth and continue to describe ellipses which approach closer and closer to the earth, perhaps with periods of many minutes.

"Charles A. Little, Jr. of our staff made limited observations during the daytime last Spring which indicated that there is a bulge in the atmosphere under the sun which projects upward and 'captures' much more than its ordinary share of these circulating meteor-particles. Oddly enough, observations on meteor reflections by radio methods have not been made in the daytime in England, Australia, or the United States, except on a few sporadic occasions. Mr. Little's observations of a marked increase in height of meteor ionization in the daytime have been the first indication that gives rise to the idea of circulating particles trapped in considerable numbers and describing very long elliptical orbits around the earth. It is important to make observations on this point during an ordinary meteor shower and especially for a few days afterwards. The Geminid shower will be present starting about December 5 and will last for about ten days."

Carnegie will use Composite equipment operating on frequency 27.255 Mc with power output of 10 kw (instantaneous peak) employing pulse emission with a pulse width of 25 micro-seconds and with a pulse repetition rate of 100-150 cycles per second in the vicinity of Anacostia, Maryland, with operation to be confined to 6 A.M. until noon each day.

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RADIO PRODUCTION AND TRADE, CANADA

Producers' sales of radio receivers in Canada during the first 8 months of 1948 totaled 270,514 sets valued at $23,419,968, as compared with 480,840 sets valued at $31,364,611 in the corresponding period of 1947. Producers' inventories at the end of August 1948 totaled 196,828 sets.

Imports of radio receivers into Canada during the first 8 months of 1948 totaled 2,057 sets valued at $237,351; exports during the same period totaled 13,259 sets valued at $471,047.

Production of radio receiving tubes in Canada in the first 8 months of 1948 totaled 2,972,168 tubes valued at $1,410,445; imports totaled 726,652 tubes valued at $514,408 and radio tube parts valued at $205,314.

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SCISSORS AND PASTE

Charges Radio With Suffering from Monotony, Repeats
(by Jack Gould in "New York Times")

Comedians on the radio are experiencing a new prominence which is not altogether to their liking. When the formal season on the air opened six weeks ago, they rallied to meet the competition offered by the Summer's deluge of giveaway shows, hurling every available gag and witticism at the Santa Claus bogy which haunted broadcasting.

But now the comics are wondering if they have opened Pandora's box. While perhaps successful in stimulating sentiment against the giveaways, they also have heard an increasing number of audience complaints from listeners who boldly suggest that the funny boys at the microphone are responsible for their own plight.

For instance, it is asked how many more years does Fred Allen expect to take the same Sunday night stroll talking to the same familiar characters. And when will either Jack Benny or Charlie McCarthy let a week pass without a reference to the twin who waved her hair at home? Can Bob Hope think of a joke that is amusing to citizens who live on neither Hollywood Boulevard nor Vine Street?

Radio comedy, in short, finds itself on a collective spot and facing a crucial challenge: Can it overcome its repetition? Can it meet the incessant cries of its professional critics that it must develop "something new" and "something different" or, like vaudeville, slowly perish from familiarity?

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Godfrey Can't Afford To Let Band Snicker
(By The Associated Press)

Anybody who wants to can laugh at radio Comedian Arthur Godfrey's jokes - except the musicians on his program. He won't let them, he says, because it costs too much under union rules.

Godfrey was asked to explain why he kept telling his musicians Friday night they could not laugh.

Under union rules, Godfrey said, if the musicians laugh or sing, they will come under the American Federation of Radio Artists (AFRA) instead of just the AFL Musicians Union.

And that, Godfrey said, would cost him extra nearly $3000 in weekly pay for that bit of laughter or singing.

"For three years", the comedian said, "the six boys in my band and I have been having all kinds of fun. They'd sing choruses and we'd kid each other.

"Then all of a sudden AFRA begins to squawk and says they can't do it. If they open their mouths to sing they come under AFRA's jurisdiction. That adds the extra salary."

George Heller, National Executive Secretary of AFRA, said in New York;

"We feel that if musicians sing on a program they should be paid the AFRA scale for singers. There is a good deal of unemployment among singers and the ruling is for their protection."

He said nothing about any ban on laughing.

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Sees TV Films Eventually, Despite ABC-20th-Fox Misdeal
(Joel Murcott "On the Air" in "Hollywood Reporter")

Disappointment would be a mild word to describe the feeling of local tele interests over the failure of ABC and 20th-Fox to consummate a deal. . . Most telecasters, wondering where their industry is going to get a large and muchly-needed hypo, had taken a "this is it" stand on the proposed merging of interests and had, for the first time, seen the future clearly laid out for large scale development... Since this vision will not come to pass - at least, so far as the defunct deal is concerned - they find themselves set back sharply, still facing ceiling zero so far as production is concerned, and visibility limited as to what may be accomplished commercially in the next year or two.

A film company and network affiliation right now is almost essential, if only for publicity purposes, to the video interests. No matter what the reasons being given for the slow start of tele stations expected to be in operation here months ago, the real reason is lack of circulation. . . Even if one station could grab off the lion's share of available audience, as a certain cigarette claims to do with medicos, it would still not have any great commercial value in attracting sponsors - therefore, limited budget for programming.

The delays have been deliberate, rather than mechanical, and they will be strung out as long as possible until the outlets have to go on the air to save face. . . It's still possible that some film company will buy up a network tele affiliate and work a programming gimmick with the web as a result. Such a move is to be desired, so that others may follow suit . . . If it doesn't happen, video will never realize its full potential in circulation because of inferior programming, and film companies will be hampered by a percentage cut that video will make at the boxoffice. It may yet be a question of a mutual assistance pact, or a suicide pact.

ABC has almost set a film company deal twice. It indicates the way the thinking goes on both sides and, although the deals haven't jelled, they show the pattern that must eventually evolve.

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Reported Coy Considered As Independent Motion Picture Pres.
("Variety")

Wayne Coy, Chairman of the Federal Communications Commission, was interviewed in New York recently as a prospect for the post of President of the Society of Independent Motion Picture Producers. Committee decided after the session, on the basis of what the FCC topper told them about his health, that his physical condition wasn't strong enough to withstand the rigors of the post.

Job for which Coy was interviewed is the one vacated by Donald M. Nelson last January. Nelson resigned partially because of health and was unable to be as active at all times as SIMPP members desired, so the committee was more than normally concerned with Coy's remarks on his physical condition.

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TRADE NOTES

The 1948-49 RMA Trade Directory and Membership List is just off the press. This new directory includes an up-to-date membership list, the largest in the history of the organization, the names of all officers, directors, committee chairmen and members and the trade names of member-companies.

The State Department announced last week the appointment of James F. Thompson as Associate Chief of Operations for the "Voice of America" broadcasts.

Mr. Thompson has taken up his work at the Department's broadcasting headquarters in New York. He is a native of Centerville, Ala., and formerly worked with Station WAPI, Birmingham, and WJBY, Gadsden. Recently he has been employed in the Boston office of the Raytheon Manufacturing Co.

A new RCA 500-watt television transmitter for operation in the higher frequencies (Channels 7 to 13 -- 174 to 216 megacycles), designed to bring television to smaller cities and their environs, is now in production.

The new RCA transmitter (Type TT-500B) is intended for use in transmitting locations where a low-power transmitter will provide adequate signal coverage to a city and its suburban areas, and as a stand-by transmitter for larger installations. Coupled with a six-section super turnstile, it can, under favorable conditions, cover a radius of twenty miles.

The consolidated net loss for the first nine months of 1948 of the American Cable & Radio Corporation was $1,628,286 as compared with a loss of $1,835,751 (before special credits of $735,490) for the corresponding period of 1947.

The general volume of telegraph traffic handled by all United States carriers improved slightly after the Summer slump but it is still so far below the level of 1947 that notwithstanding the two important rate increases effective August 5, 1947 and April 28, 1948, respectively, the gross revenues of all international telegraph carriers for the first nine months of 1948 were barely above their revenues for the same period of 1947. A hearing has been held recently before the Federal Communications Commission on the application of the carriers for a further increase of rates and it is hoped that some additional rate increases will be granted American Cable & Radio Corp.

This one was told by Mark Evans of the Housewives Protective League of Station WTOP, Washington, D. C.

A little boy was taken to church for the first time and was asked how he liked it.

"I liked the music fine", the six-year old replied, "but the commercial was too long."

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Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1855

December 15, 1948

STANFORD GRABS STANDARDS' TOP RADIO MAN AT TWICE SALARY

It has been the practice for years for commercial institutions to lure top Government scientists, but when even a State University can pick off one of Uncle Sam's best men by offering him more than double the money he is making, that is news. Also it is a situation which almost screamingly calls attention to the relatively low Government pay and one which even the new salary increase if approved by President Truman goes through will likely not remedy.

The case in question is that of Dr. Cledo Brunetti, 38 years old, noted radio scientist and one of the group who developed the radio proximity fuse and the radar guided bomb, who has just resigned from the N ational Bureau of Standards to become Associate Director of the Stanford Research Institution at Stanford, California. His salary, which is $9,500, will be more than twice that at Stanford.

Three times in the last two years, it is said, Dr. Brunetti has turned down offers from private industry - the smallest for $25,000 a year - to remain as Chief of the Engineering Electronics Section at the Bureau.

President Truman has one of Brunetti's tiny radio sending stations in his office at the White House. It is no larger than a flat cigarette case and broadcasts perfectly within a range of 200 feet.

Dr. Brunetti was Director of Electronic Research at Lehigh University in 1941 when he came to the Bureau of Standards to assist in war research.

His invention of the printed electronic circuits made possible the production of radio transmitters no larger than a lipstick.

"It's perfectly possible", Dr. Brunetti said, "to abolish the wire which now dangles from the earpiece of hearing aids. We've shown industry how to build tiny broadcast units which can be worn in a vest pocket to pick up sound and broadcast it to a receiver which can be hidden in the ear."

Among Dr. Brunetti's tiny radio broadcasting stations is one which can be worn on the wrist.

"It may not be long", Dr. Brunetti said, "before women can carry a transmitter in their compacts and call police if they are bothered while walking home on lonely streets at night."

Dr. Edward Condon, Director of the National Bureau of Standards, said he hated to accept Dr. Brunetti's resignation, but added:

"You can't honestly expect a man to stay in Government, however, when he receives such an attractive offer from outside.

"Until Congress raises the salary limitation, we cannot hope to retain our best scientists without asking them, in effect, to make substantial payments each year for the privilege of working for the Government."

"I hate to leave my work here", Dr. Brunetti told the Washington Star. "Right now we are striving to develop civilian uses for the wartime electronic discoveries - to utilize in hearing aids, for instance. The work is fascinating and useful. Dr. Condon has given me every encouragement - he is a wonderful man to work with.

"I suppose if the salary were higher, I would stay. As I told you, I've had to face this problem before when I've received offers from private industry.

"I love research - basic research and the opportunity to follow such leads as may develop into broad fields. Here, in the electronics section, for instance, we have broadened out into chemistry, mechanics and medicine. Because of this, I could convince myself in the past that I should turn down opportunities to make more money.

"But when I am offered an opportunity to continue my research at substantially more money, I can not, in justice to my family, turn it down."

Dr. Brunetti cited other difficulties of working for the Government:

"I have to go out of town on Government business a lot. I am allowed $6 a day. In New York on my last trip, I had to pay $6.50 for a hotel room. If I want to be repaid for telephone calls, I have to fill out forms listing each person called and when and why they were called. Naturally I don't fill out those forms. When I'm out of town, people frequently buy my lunch. When they come to Washington I take them out. I have picked up a check of from $25 to $40 after a dinner conference. I can't afford to pay that much to do business for the Government."

Despite the fact that his invention revolutionized anti-aircraft warfare, Dr. Brunetti never received a cent for developing the proximity fuse. Government sources said that he sold the patent to the Government for "1 and other valuable considerations".

However, when Dr. Brunetti made an effort to collect his dollar, he was told that no money had been appropriated to pay Government inventors, regardless of the importance of their inventions.

Dr. Brunetti said that the Government's loyalty checks were no factor in his decision to resign and that the investigation of Dr. Condon had inspired himself and other scientists to remain with the Government. He said he had been "cleared" by the Army, Navy and FBI, but felt an obligation to his family he could no longer ignore.

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CHEAP AT PRICE, SAY STORER, RYAN BIDDING $1,925,000 FOR WHAS

As exciting as any chapter in the new book about the late John W. Gates, "I'LL Bet You A Million", was Commander George B. Storer and his equally well-known brother-in-law, J. Harold Ryan, President and Vice-President respectively of The Fort Industry, stepping up to the Federal Communications Commission counter and cooly duplicating the Crosley Broadcasting bid of close to $2,000,000 for the purchase of Station WHAS, owned by the Louisville Courier-Journal, but is to be disposed of by competitive bids. Even Washington takes notice when that kind of money is kicking around.

Fort Industry owns seven AM stations but told the FCC it would "dispose of certain radio facilities" if required to do so under terms approving its acquisition of WHAS and affiliated FM and television properties.

The FCC has no rule numerically limiting common ownership of AM stations, but has pending a proposed regulation which would set the ceiling at seven. The same proposal would continue the present limits of five stations under common control in TV and six in FM. Fort Industry has three TV stations, two TV applications, and six FM stations, but is opposing the terms of FCC's proposed regulation on grounds that the limit should be no less in TV and FM than in AM.

Fort Industry told the Commission that its radio experience, and its operations in States neighboring Kentucky, provide "a unique reservoir of broadcasting know-how" which would permit it to give the WHAS area "the best programming and public service possible."

Commander Storer controls 73% of the voting stock of Fort Industry. J. Harold Ryan, Senior Vice President and Treasurer, has 11.8%, and Mrs. Ryan has 14.9%. The application showed the 1947 income of the company and subsidiaries was $1,016,591 before Federal taxes.

FCC was told that Fort Industry has made preliminary arrangements to borrow $1,500,000 from the Society for Savings in the City of Cleveland, to finance the purchase of WHAS. If FCC requires the company to sell one of its existing stations, the application noted, these proceeds also would be available for use in the WHAS transaction.

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T.A.M. CRAVEN ALL SET FOR THE NEW PARTNERSHIP

The following cards have been received:

"T.A.M. Craven announces his resignation as Vice President, Cowles Broadcasting Company, effective December 31, 1948, and that he will become associated with George M. Lohnes and Ronald H. Culver, as a partner in the firm of Craven, Lohnes and Culver, Consulting Radio Engineers, Munsey B uilding, Washington 4, D. C."

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GEN. SARNOFF PATENTS STATIC-PROOF SECRET SIGNAL

U. S. Patent No. 2,455,443, covering a secret signalling system by which ordinary messages are converted to a succession of arbitrary symbols and transmitted by facsimile or television to a receiving and decoding terminal, has been issued to Brig. General David Sarnoff, President and Chairman of the Board of the Radio Corporation of America. Following the same practice of other inventors employed by the Corporation, General Sarnoff has assigned his patent to the RCA.

In one form of the invention, use is made of a special typewriter which prints pictorial characters or any arbitrarily chosen symbols instead of the common letters of the alphabet. After a message comprising the symbols has been transmitted by radio facsimile or television to the receiving terminal, it may be decoded either manually or automatically by alternate means revealed in the patent papers.

Under the manual method of translation at the receiver, an operator, using a typewriter equipped with keys carrying the symbols, reads the characters, depresses the proper keys and converts the message to its original text. The patent explains that sender and addressee, by prearrangement,may change the combination of symbols as often as necessary to insure secrecy, even when transmitted by a common radio carrier.

The manual method may be made automatic at the receiving point by adding coded impulses to each secret symbol at the time of facsimile transmission. When a message prepared in this manner reaches the receiver, the pulses accompanying each symbol actuate the key of an automatic printer to record the corresponding letter or figure on a moving tape.

Errors normally caused by static, fading of signals and similar troublesome conditions are overcome in General Sarnoff's invention through the ability of the receiving operator to recognize the distinctive characters even when they have been distorted in transmission.

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JOE LOUIS TO BOOST HIS TELEVISION PRICE TO $250,000

Joe Louis said in Philadelphia Monday he will demand $250,000 from television and radio rights when he defends his heavyweight title next June in New York.

"I told myself too cheap in my last fight with Jersey Joe Walcott", the champion told a reporter. "My end from the television and radio was $40,000. But it's going to be a lot more the next time."

The television-radio fee for the Louis-Walcott bout last June 25 was $100,000. The Brown Bomber received $40,000, or 40 per cent; Walcott 22-1/2 per cent.

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ALL AMERICA RADIO, MACKAY RADIO, CITE ICC ACT IN RATE PLEA

A memorandum filed with the Federal Communications Commission by James A. Kennedy and associates, attorneys for All America Cables and Radio, Inc., Mackay Radio and Commercial Cables, supporting the views of these companies, recommends that in determining the proper overseas telegraphic rate level, the Commission should consider the industry as a whole.

"The closest analogy to the situation with which the FCC is now confronted is to be found in the Interstate Commerce Act", the memo stated. "Recognizing many basic differences between the Transportation Act and the Communications Act, it is apparent that the responsibility of the two Commission in respect to maintaining a sound industry and at the same time providing reasonable rates to the public is very much the same. Such fundamental differences as do exist between the Acts are more favorable to the railways than to the telegraph carriers. Thus, while the Congress has permitted the merger of railway companies and has aided them financially in various ways, it has not enacted merger legislation in the international telegraph field nor has it provided any financial assistance. Yet the Interstate Commerce Commission when confronted with the necessity of adjusting rate schedules in meeting the revenue requirements of all class I railroads, upon application by them for general Nationwide increases in passenger fares and freight charges, considered the industry as a whole rather than the most profitable or the least profitable carrier individually. In this connection it said:

> "It would be desirable, if feasible, to consider the needs of the railways individually, and to adjust their respective schedules to meet their several needs. The exigencies of the case do not permit such refinement. Further, the weak and strong lines are interlaced and in keen competition, and necessarily the rate structure must be uniform, otherwise the strong road with a lower rate system will attract the competitive traffic and exterminate the weaker line...."

"If that view was proper in the course of maintaining a sound railway system for the country, we submit that it is even more appropriate in maintaining a sound international telegraph system, which the Congress has not seen fit to endow with land grants or other subsidies.

"It is recognized that the FCC under different circumstances has heretofore considered this problem in In The Matter of Postal Telegraph-Cable Company, et al. The Commission there noted that in the Interstate Commerce Act 'There is a recognition at all times that the continued existence and operation of practically all railroad carriers engaged in interstate commerce is necessary' whereas 'in the Communications Act of 1934 there is no recognition that all carriers in communication service are necessary to care for the country's needs in this respect'. It is respectfully submitted that if the Congress, being fully aware of the competitive situation existing in the international telegraph field, had considered a sub-

stantial change in that situation as being in the public interest, it would have legislated accordingly. If the natural course of competition results in the elimination of some of the competitors, it may or may not be in the public interest. We contend, however, that it was not the intention of the Congress nor is it appropriate for this Commission to eliminate competitors from the field through its rate making power. All of the carriers are before the Commission seeking rate relief. No carrier has disagreed with the position that the Commission should consider the industry as a whole rather than the earning level of the most or least profitable carriers. RCA Communications, Inc., supported the view of the AC&R companies in this respect. No number of the public has appeared before the Commission, during the twenty-six days of hearing which have been held in the past year and one-half in opposition to increased rates or in opposition to the rate proposals of any of the carriers.

"We strongly urge, therefore, that it is entirely 'appropriate, under the Communications Act that charges for communications services between the United States and overseas and foreign points should be determined or prescribed on the basis of the revenue requirements' of the industry as a whole, using the industry average as the 'balance' point."

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MISS HENNOCK FETES FCC(WIVES) IN "BUTTONS AND BOWS"

Something new will be added to the gaiety of the Federal Communications Commission this afternoon (Wednesday, December 15) when Miss Frieda B. Hennock, first woman Commissioner, will give a reception and tea in honor of Mrs. Wayne Coy, wife of the Chairman of the Federal Communications Commission, and for the wives of the other Commissioners, Mrs. Edward M. Webster, Mrs. Rosel H. Hyde, Mrs. Robert F. Jones, Mrs. George E. Sterling and Mrs. Paul A. Walker.

In the words of Miss Hennock:

"The party will be completely informal, and one of the principal purposes is to have Mrs. Coy and the other guests of honor meet the women staff members of the Federal Communications Commission. Toward this end I have invited our women lawyers and professional workers, women section chiefs, and the women clerks, secretaries, telephone operators and others who have been with the Commission for more than ten years, to share the honors. This party is as much for them as for the guests of honor, because my objective is a dual one -- to honor the Commissioners' wives and to honor, too, the women workers of the Commission, on all levels, who contribute so greatly to the effective work of the FCC.

"Invitations have also been sent to the wives of our distinguished public servants, to women active in the fields of the Federal Communications Commission, and to the wives of the Senators from the State of Indiana.

"The Commissioners and one or two other special male guests will also attend, but otherwise it is strictly a women's affair."

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GRIDIRON CLUB GIVE TRUMAN, DEWEY, A SAMPLE OF RUSSIAN RADIO

Adding much to the evening's fun at the Gridiron Club dinner in Washington last Saturday night, was a skit giving a close-up of a Russian broadcasting station in Berlin.

Mr. Truman made the traditional speech of the Chief Executive at the close of the dinner, speaking extemporaneously. He had been preceded by Governor Dewey. Both addresses were judged as among the most striking in 64 years of Gridiron history.

However, the words of the President and his unsuccessful rival were both off the record in keeping with the Club's tradition that "reporters are never present; ladies are always present."

The Berlin Russian station was hailed as "NKVD is on the air, in the air and in your hair, 25 hours a day", according to the announcer. The theme song was given by a quartet to the tune "You Call Everybody Darling".

A Red soldier was dragged to the microphone at the point of a gun to sing to the air "Underneath the Arches":

"Always on the marches
From Moscow to Berlin.
Oh, my aching arches,
To Moscow once again.
Ev'ry night you'll find me
Tired out and worn
Dizzy when the daylight comes creeping,
Wish I ne'er was born."

The quartet returned to sing to the tune of a well-known radio commercial:

"Communism hits the spot
Uncle Joe likes it a lot -
Sickle, sickle, sickle, sickle."

The commissar of cupboards and closets was brought to the microphone to tell about housing in the Soviet Union and did so in song to the air "Penthouse in the Sky", as follows:

"Just picture a penthouse on the Red Square,
With 42 families in residence there," etc., etc.

A Soviet crooner sang to the tune of "Blue-tailed Fly", as follows:

"Before the dawn of the red star
I starved and suffered 'neath the Czar."

This time the chorus sang from "The Volga Boatman":

"Ay-ee ookh-nyem!"

The crooner was choked.

The theme song for the station's news broadcast was sung to "The Banana Song", as follows:

"Buy Pravda on Wednesday and you will see
How Comrade Wallace beat the GOP."

The news cast, interrupted by the noise of planes, concluded with the statement: "In a private audience for J. Howard McGrath, Generalissimo Stalin said, 'I just love old Harry.'"

Among those present having to do with the radio and communications industry were:

Kenneth M. Berkeley, Eugene E. Buck, Louis G. Caldwell, Gardner Cowles, Look Magazine; John Cowles, Minneapolis Star and Tribune, Wayne Coy, Federal Communications Commission; Charles R. Denny, New York City; William B. Dolph, Washington; Earl H. Gammons, WTOP, Washington; Earl Godwin, radio commentator, Washington; Robert F. Jones, FCC Commissioner; Edgar Kobak, New York City; Horace L. Lohnes, radio engineer; Eugene F. McDonald, Jr., President of Zenith Radio Corp., Chicago; Edgar Morris, Zenith distributor, Washington;

Also, David Sarnoff, President,RCA, New York; Edward Sarnoff, West Hartford, Conn.; Robert Sarnoff, New York City; Niles Trammell, President, NBC, New York;Burton K. Wheeler, Washington; Wallace H. White, Majority Leader of the Senate; A. D. Willard, Jr., NAB, Washington.

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WGN-TV SIGNAL RECEIVED IN OHIO - 300 MILES AWAY

Letters received last week state that the WGN-TV signal was received in north central Ohio during the recent Saturday night telecast of the International Live Stock show. The two locations represented are 290 to 300 airline miles from Chicago.

Al Burson of Shiloh, Ohio, reported: "WGN-TV on channel nine had a very good signal ten miles north of Mansfield, Ohio, on December 4....Best TV reception from here yet."

D. E. Fetters of Plymouth, Ohio, about ten miles north of Shiloh, also reported reception of the Dec. 4 telecast. Mr. Fetters wrote, "You may be interested to know that we received your telecast sponsored by the Chicago Motor Club tonight of the Horse Show. Your signals faded at times but were acceptable most of the time."

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"VOICE OF AMERICA" MAY CARRY DIPLOMATS CHILDREN'S XMAS PARTY

For the first time in the 14-year series of International Children's Christmas Broadcasts sponsored by the Greater National Capital Committee, two national radio networks will carry the program. Edgar Morris, Chairman of the event, and Washington Zenith distributor, has also asked the "Voice of America" to pick up the broadcast.

On Sunday, December 19, the American Broadcasting Company will carry the "live" show at 6 P.M. EST from the Shoreham Hotel. At the same time, the Columbia Broadcasting System will make a tape recording of the show and broadcast it over their network the following day, Monday, December 20th at 5:15 P.M.

It is expected that approximately 50 children, representing as many embassies and legations in Washington, will participate in the broadcast. A marked change in the format of the program is going to be put into effect this year. It is planned to make this year's event a real Christmas party for all the participants, with a Santa Claus, Christmas tree and presents for Embassy youngsters.

"Plans for televising the program have not yet been completed", Mr. Morris stated. "We have also asked the State Department to make available the facilities of the 'Voice of America' network, to carry the program by short wave to every foreign country."

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ONE OF BOB HOPE'S JOKES? ALSO FILES FOR $1,925,000 WHAS

Bob Hope, radio comedian and movie star, put in a bid Monday, December 13th, for the television and radio stations of the Courier-Journal and Louisville Times at Louisville, Ky.

Communications Commission officials confirmed receipt of Mr. Hope's bid. The application was not immediately made public, pending clearance of the docket section.

Leonard Marks, attorney representing Hope in Washington, told an Associated Press reporter, however, that Mr. Hope had offered to match the $1,925,000 bid for standard station WHAS, WHAS-FM, and WHAS-TV, previously made by Crosley Broadcasting Corporation of Cincinnati, and The Fort Industry Company of Detroit.

The bid marks Hope's first venture into the ownership and management end of the radio business. His application for the Louisville properties was made in the name of Hope Productions, Inc., of Hollywood, of which he is sole owner.

Mr. Marks said the application listed his net work at $2,000,000 and that it was placed with the FCC Monday night, shortly before the deadline for bidding on the Courier-Journal and Times properties was to have expired.

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"I'M JUST WILD ABOUT HARRY" FIRST PETRILLO PACT RECORD

If anybody believes James C. Petrillo, President of the American Federation of Musicians, recently appointed Chairman of the Music Committee at the Inaugural, isn't on the Truman bandwagon, let him be convinced by the fact that at the RCA-Victor studios, as the first record since the Petrillo ban, a chorus of Metropolitan Opera stars made a special non-commercial recording of "I'm Just Wild About Harry", to be presented to President Truman. Mr. Petrillo, who was the guest of Brig. Gen. David Sarnoff, led the singers in their rendition of the song and also recorded a greeting to President Truman.

"Mr. President", he said, "it is a pleasure and privilege to extend to you on behalf of 237,000 AFM musicians the Season's Greetings. There is no one to whom we would rather help dedicate this first recording of 1948 than to you, a fellow musician and a great President.

"If you will pardon my rewording a familiar wish, may I say to you a Merry Christmas and a Truman New Year."

The first new recordingswere "cut" Tuesday afternoon after the formal signing of the new five-year agreement between Petrillo's union and representatives of the major disk concerns.

The agreement had been approved on Monday by Attorney General Tom Clark in Washington as compatible with the provisions of the Taft-Hartley Law.

The signing took place in Mr. Petrillo's office in New York. Both the union leader and Frank White, President of Columbia Records, acting as industry spokesman, expressed gratification over Mr. Clark's approval of their pact, which calls for the establishment of a royalty welfare fund to finance free public concerts.

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G-E ARC WELDERS EQUIPPED TO ELIMINATE RADIO INTERFERENCE

A new system for the elimination of annoying welder-caused radio interference has been developed by General Electric and is now being incorporated into the manufacture of all G-E Inert-Arc Welders.

Other types of welding equipment formerly used for inert gas shielded arc welding emit a high frequency radio signal which is a source of frequent annoyance to the radio listening public and to some commercial radio services. By using what G-E engineers termed a "balanced wave" combined with a new built-in control, this continuous signal is eliminated, reducing the duration of welder-caused radio noise to a small fraction of a second - an interval so short as to be comparable in effect on radio reception to the flicking of a home light switch.

In previously used combinations of ordinary welders with high frequency pilots, the arc was sustained by the use of high frequency radio voltage which forced the sparks across the gap between the welding electrode and the work. According to the engineers, this design caused serious radio interference unless the entire installation was carefully filtered and shielded.

The balanced wave welder eliminates the continuous use of high frequency voltages by balancing the current with a bank of series capacitors, so that pure a-c flows between the electrode and the work. The welding arc is stabilized without the use of radio-frequency energy, thus making filtering or shielding unnecessary.

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FARNSWORTH COMPLETES PLANT CONSOLIDATION AND EXPANSION

The Farnsworth Television & Radio Corporation has substantially completed the extensive consolidation and expansion program at the Fort Wayne, Ind., plant which began in 1947. Building construction completed earlier was first utilized for the consolidation of engineering and research laboratories and the company's complete administrative staff.

The company's announcement explains that additional manufacturing areas of substantial size have now been made available at the Fort Wayne plant and that it is the intention now to dispose of the Marion, Indiana, properties which will not be needed upon completion of the consolidation. Negotiations are now pending for this purpose.

"The consolidation of manufacturing at Fort Wayne provides an effective increase in manufacturing capacity and major manufacturing economies will be realized", E. A. Nicholas, President of Farnsworth said.

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RADIO'S "UNCLE ROBERT", CHILDREN'S BENEFACTOR, IS DEAD

Robert Spero, known for many years as a director of children's and Parents Day programs and over the radio under the name of "Uncle Robert", died Monday night in New York. He was 86 years old.

"Uncle Robert" had been retired during recent years but when he engaged in business and in the years when he was active in benefaction for children was associated with Charles Zinn & Co., of New York, manufacturers of willow ware and baskets.

He was one of the earliest of the radio "Uncles", having organized his own troupe of child entertainers and opened his own studio in the pioneer days of broadcasting.

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NAVY FORECASTS DECLINE IN SUNSPOTS; PEAK OF CYCLE HELD PASSED

A decline in the number and frequency of sunspots for several years was forecast Monday, December 13, by the Naval Observatory in Washington. These spots on the sun, which are believed to affect both weather variations and transmission of short-wave radio, reached in 1947 the peak of cycles timed by the observatory as lasting eleven years each.

Capt. Guy W.Clark, Superintendent of the Naval Observatory, predicted the decline.

"One day has already occurred this year on which only two small groups were observed", he remarked.

The Observatory pointed out that while the effect of sunspots was a matter of controversy, the spots themselves were very real. They range in size from small ones only a few hundred miles wide to "huge areas many times the earth's diameter", it was stated. The spots were defined as "turbulent regions in the sun's atmosphere which are several hundred degrees cooler than their surroundings."

It was stated also, in the special story to the New York Times, that "many observers agree" that the spots' increase in ultra-violet rays "results in pressure changes in the earth's atmosphere, which in turn affect weather conditions."

There also is considerable debate whether sunspots affect transmission of short-wave radio messages, a subject that has been studied with special observations in the last three years.

"Serious disruption of short-wave radio communication coincided with appearance of the largest group of sunspots in February, 1946", the observatory reported. "Another large group in July, 1946, was accompanied by brilliant auroral displays. A third large sunspot group was photographed in March and April, 1947, but no pronounced radio disturbances were observed."

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BARKLEY TELLS HEIDT "ONE NIGHT STANDS ARE THE HARD WAY"

Vice-President-elect Alben W. Barkley last Monday night presented an award from the Junior Chamber of Commerce to Horace Heidt "for helping the youth of the nation" with his talent-testing show.

The award was made before an audience of 10,000 in Uline Arena, Washington, during the finals of the program's talent contest, won by accordionist Dick Contino, the 19-year-old Fresno, Cal., boy who received a $5,000 cash price from Philip Morris Company.

Secretary of Agriculture Charles Franklin Brannan was one of the judges.

"The youth of this great nation constitutes the hope for the peace and security of our tomorrow", said Senator Barkley. "I've followed Horace Heidt's program with great interest, and to tour this country, interviewing and encouraging the young people, is no easy task. I know whereof I speak, for I have just terminated a series of one-night stands myself."

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SCISSORS AND PASTE

A Whistle Is Better Than A Gun
(Nate Gross in the "Chicago Herald-American")

"A whistle", says our old friend, Gene McDonald, the Mr. Zenith of radio, "is better than a gun. I always carry one. It comes in handy in emergencies."

An emergency presented itself to him the other night. McDonald, Lowell Thomas and his son, Felix Count von Luckner and Burt Massey were heading for Gene's for cocktails, in the tall Lakeview Ave. building in which he makes his home.

Between the 15th and 17th floors (the apartments are duplex), the elevator stalled, and the famous gentlemen were imprisoned. It was then Gene blew his whistle, attracting the attention of his butler on the 18th floor. The top of the lift was removed, and the butler appraised the situation.

A good servant, he wasn't going to let his cocktails go to waste. So he lowered them, in a pail, to the imprisoned group. The men sat on the floor of the elevator, drank and enjoyed themselves as best they could, until ladders were lowered and they climbed to freedom.

(Editor's Note: Years ago when this writer, fresh from Indiana, was a reporter on the New York Sun covering that section of the city between 14th and 42nd Streets and 4th Avenue and the East River, his headquarters were at Bellevue Hospital. When transferred elsewhere, Sergt. Reid, famous policeman in those days, in charge of the Bellevue prison ward said: "Young man, I want to give something to remember me by. It's my police whistle. Never carry a gun."

And the writer never has but still carries the old New York police whistle.

R.D.H.

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MINN. GOV. CONCEDES HE HAS NO (RADIO) TALENT
("Variety")

Gov. L. D. Youngdahl of Minnesota recently won reelection, but he couldn't win the talent search contest in which he participated on WCCO. The Governor appeared as one of the contestants on Cedric Adams' weekly radio show, "Stairway to Stardom", that seeks out non-professional talent. He sang a song in Swedish, "Greet the Folks at Home."

The winner of each show receives a week's engagement at Club Carnival, local nitery, and on Bob DeHaven's radio show. Not disappointed at his failure to be chosen as the winner, the Governor made it clear that his ambition is still political and the entertainment world holds no lure for him. He wouldn't have accepted the night club and radio engagements, he said.

Following his vocalizing, the Governor made a brief talk, praising the show for what it does to discover and encourage talent and declaring that this type of promotion is an aid to him in his campaign for youth welfare and against delinquency.

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Celestial Radio
("New York Times")

We have been squinting at stars through lenses ever since Galileo's time. Now, it seems from the discussion of physicists at Cornell, we must also listen to them. A raucous, rowdy lot they are, disturbers of the celestial peace. If we do not hear them it is for the same reason that we do not hear the songs and patter of radio without telephonic aid. The Milky Way is sending us radio waves over an abyss of millions of light years. We have only to set up what is erroneously called "a radio telescope" - nothing but an enlarged parabolic reflector of the type that Hertz used in 1887 to verify Maxwell's prediction that there are radio waves - and add a loudspeaker to let the disorderly goings-on in a star-studded vault assail the ear. Anybody to whom the sputtering, crashing, frying and hissing thus made audible is the music of the spheres would take a pathologic delight in a symphony scored for pneumatic riveters, fire-engine sirens, back-firing automobiles, and leaking steam-radiators.

Though these celestial radio noises were discovered by the American physicist K. G. Jansky in 1930, it is only recently that their astrophysical possibilities have been grasped. Already it is known that a sunspot is a more powerful radio station than any on earth, that Sagittarius and Cygnus, though much farther away, are apparently setting up a terrific radio din. There the discoveries end for the time being. That more will come seems certain. At the opening of the nineteenth century who would have suspected that it would ever be possible to analyze a distant star and determine its chemical composition as if it were a stone picked up in the road? For decades we have been splitting the light of the sun and stars into spectra and learning to read the lines and bands. Now it is known that in the sun and stars glow iron, calcium, hydrogen, helium and about all the elements with which we are familiar on earth.

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High Finance
("Variety")

Opinion is being expressed in some quarters that CBS Board Chairman William S. Paley might conceivably jump on the capital gains Music Corp. of America bandwagon himself and walk off with a neat $90,000,000 for himself and the principal stockholders in the event of a CBS capital gains sale.

It's figured that Paley is spiraling his multiple corporate setups into total assets roughly estimated at $120,000,000. That would include the approximate $65,000,000 in annual network billings; the newly-acquired Jack Benny and Amos 'n' Andy corporations; the Housewives Protective League corporate setup annexed about a year ago; at least two more capital gains projects now in the works, including acquisition of Fibber McGee & Molly, the Columbia-owned-and operated stations, and the CBS television holdings, including WCBS-TV in New York.

It's reasoned that, for the 10% off-the-top fee that would pour $1,200,000 into his MCA coffers, Jules C. Stein could be in a position to affect a mating of Paley with one of the major film companies (spread over a 10-year period Metro, for one, would be in a position to move in lock, stock and barrel, and thus finds itself with one of the cream tele empires). With a Treasury Dept. capital gains blessing, reducing the tax nick to 25%, it would leave Paley & Co. with $90,000,000 in the clear.

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TRADE NOTES

There is a report in Chicago if the new coaxial cable is finished ahead of scheduled time (January 12) that Chicago may get an Eastern network television show sometime around Christmas.

The Broadcasting Industry Committee directing production of the All-Radio Presentation, a multi-edition motion picture to promote radio as the leading advertising medium, has formed a "more formal organization" and elected officers to direct its affairs, it was announced Monday by the new secretary, Maurice B. Mitchell, National Association of Broadcasters Director of Broadcast Advertising.

Electric & Musical Industries, Ltd. and English Subsidiaries - Year to June 30: Net profit £498,192, compared with £117,335 in preceding fiscal year. Net profit of parent company only was £143,000, compared with £115,500.

Teleguide, a weekly publication, carries the television listings of the Washington and Baltimore stations. The cost is $2 a year.

Inter-Communication System of America, Inc., 2433 South Indiana Ave., Chicago, and its officers have been ordered by the Federal Trade Commission to stop certain false and misleading advertising representations in connection with the sale of inter-communication devices designated "Flash-A-Call".

The cease and desist order requires the respondents to stop: Using the terms "free", "free demonstration offer", "yours without cost", or similar terms to designate or describe merchandise which is not a gift or gratuity given to the recipient unconditionally;

Representing that their inter-communication devices are new inventions; that there are no products on the market sold in competition with the device; or that conversations or other communications may be transmitted confidentially.

The RCA Service Co., Inc., of 275 Fifth Avenue, New York, New York, has issued the following call for television technicians:

"Men - If you Are 18 to 35, alert, personable, can see Television's golden future, and have had Radio or Electronics training and experience, you may qualify for one of these jobs with a future.

"Veterans - if you have had Navy ETM training or Army 3d or 4th Echelon Radio or Radar repair experience - Television Service Operations may be your career.

"Unusually good opportunities currently exist in installation and Service Operations in America's newest and most promising industry -

"Television! - Get In On The Ground Floor!"

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GBM- all attys. Jim

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

Founded in 1924

NATIONAL BROADCASTING CO. INC.
LEGAL DEPARTMENT
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E S K P

No. 1856

December 22, 1948

BIG CHANCE SEEN FOR RADIO SERVICE MEN TO CASH IN ON TV

That there isn't the slightest chance of television doing them any harm but to the contrary afforded the chance of a lifetime to expand, was the assurance given to radio servicemen by Max F. Balcom, President of the Radio Manufacturers' Association and Vice-President of Sylvania Electric Products, when he addressed them recently in New York City and later in Boston. Mr. Balcom took a very optimistic view of the situation and said for them it was like turning from repairing bicycles to servicing automobiles.

"No competent radio technician today need have any fear that television or any other new broadcasting service will put him out of business", Mr. Balcom assured the New York group. "On the contrary, his chances for increasing his profits and making his economic position more secure were never so good as they are today. But he will have to do what every other professional man has to do - learn everything he can about new equipment and techniques as they appear in his field.

"All of us in the radio industry are having to, in effect, go back to school to keep abreast of the rapid developments in television. While closely akin to radio, television is different in so many respects that everyone - from the design engineer to the dealer-salesman - has had to start from scratch to produce and market this new and exciting product. Television requires new production techniques and knowhow. It requires new marketing and selling methods. And TV sets require new servicing knowledge and practices.

"The servicing of home receivers, particularly the new TV sets, is rapidly becoming a big business, and it will require well trained technicians who are familiar with the instrument they are servicing and the most modern techniques for detecting and correcting any trouble that may develop.

"You may think that 900,000 or even a million television sets don't seem like much in comparison with about 20 million radios manufactured in 1947. In units, that is true; but in dollars it presents an entirely different picture."

Television receivers sell today from just under $100 to more than $4,000. The average retail price is between $350 and $400 - a price equal to the more expensive radio phonograph console, the RMA head pointed out. During the first half of 1948 the number of television receivers represented only about 3 percent of the total set production but nearly 21 percent of the set manufacturers' dollar volume.

"What does this mean to the radio technician?" Mr. Balcom asked. "It means that he will be working on a much more costly product than he has been in the radio field where the average service job, probably, was done on a table model which sold anywhere from $10 to $35.

"There is one obvious reason why neither an incompetent set manufacturer nor an untrained serviceman cannot hope to stay in the television business very long. That is because, in broadcasting at least, the ear is much easier to fool than the eye.

"No doubt all of you have met the radio listener who is so used to listening to the distorted tone of his old radio that he thinks there's something wrong when he hears the clear tones of a modern set. Many listeners are tone deaf or have tin ears and consequently fail to appreciate the high quality reception and amplification found in today's better radios. The ability of an FM receiver to reproduce music with much higher tonal ranges than can an AM set, for instance, means little to such listeners.

"However, almost anyone, whether or not he wears glasses, can immediately detect a faulty television picture. He doesn't need a musical education to note that reception is distorted or unclear. And he's even more at a loss than he was with his radio as to what he can do about it. So he just picks up the phone and calls a serviceman or the dealer from whom he bought it."

Mr. Balcom concluded:

"Perhaps I have placed too much emphasis on television tonight. I have done so because television is the newest and the most exciting addition to the receiver line. I do not mean to imply, however, that radio receivers are passing out of the picture. On the contrary radio set production undoubtedly will continue well ahead of television for several years to come, and I do not believe that television will ever supplant radio."

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BROOKLYN DEALER AGREES TO OMIT RECTIFIERS IN TUBE COUNT

Louis Schwartz, trading as Musical Chest Co., 458 East 51st St., Brooklyn, has entered into a stipulation-agreement with the Federal Trade Commission to stop selling lottery devices and to discontinue certain representations concerning radios and wallets.

Schwartz agrees to refrain from supplying to others punchboards or other lottery devices that may be used in selling and distributing merchandise to the public.

Under the terms of the agreement, Schwartz also agrees to stop representing that any radio receiving set is of a designated tube capacity when one or more of the tubes referred to are devices which do not perform the recognized and customary functions of radio receiving set tubes in the detection, amplification and reception of radio signals. Rectifiers were included in the tube count in Schwartz's advertisements, according to the stipulation.

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MORE THAN A THIRD OF U.S. NEWSPAPERS AFFILIATED WITH FM

More than 35% of the nation's FM radio stations are affiliated either directly or indirectly with newspapers, the FM Association stated Monday.

Following a survey of FM station ownership the FMA disclosed that 243 of the 687 commercial FM stations are owned either outright or in part by newspapers. This indicates, said the FM Association, that newspapers are expanding their public service operations into the field of radio.

A breakdown of FM stations owned entirely or in part by newspaper interests disclosed that 43 are independent FM operations, 40 have independent FM and AM stations not affiliated with the major networks, and five independent FM stations have pending before the Federal Communications Commission applications for AM stations.

Of 155 FM-AM stations owned by newspapers and affiliated with one or more of the major networks, 50 are affiliates of the American Broadcasting Company; 39 of Mutual Broadcasting System; 32 of National Broadcasting Company, and 30 of Columbia Broadcasting System. Four stations owned by newspapers are affiliated with two of the major networks.

In addition to the 243 newspaper-owned FM stations now on the air, newspapers hold construction permits for 48, the FMA stated.

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ROSY PROMISES OF HOLLYWOOD TELEVISION SCHOOL HIT BY FTC

Misrepresentation of a home study course in electronics, radio and television is charged in a complaint issued by the Federal Trade Commission against Universal Radio-Vision Training Corp., 1025 North Highland Ave., Hollywood, its officers and its superintendent of instruction.

The complaint, which charges violation of the Federal Trade Commission Act, alleges that the respondents "are making numerous false, deceptive and misleading statements and representations" with respect to the advantages and benefits to be derived from their course of instruction. The misrepresentations, the complaint says, are made by field agents in personal conversations with prospects and through the dissemination of advertisements in newspapers and other mediums.

According to the complaint, the respondents have represented that their course of study enables students to obtain and hold lucrative positions in the electronics industry, including the fields of broadcasting, public address systems and sound, and that graduates may be assured of earning from $125 a week to $700 a month in the television industry.

Terming such representations as "grossly exaggerated, false and misleading", the complaint contends that the course is confined

to the teaching of theory in electronics, radio and television and is "wholly insufficient" to properly train one as a technician. The complaint adds that substantial practical training and experience are required to qualify anyone as a technician.

Other statements challenged as false and misleading by the complaint include representations that the corporation is a successor of the American Institute of Technology, Detroit, and has been in continuous operation since 1934; that anyone with a liking for radio, electronics and television may become part of the industry and be assured of high paid positions; that men and women from the ages of 17 to 50 may successfully train for and become certified technicians in the electronics industry. . . .; that the school is recognized as having authority to certify its graduates as radio technicians; that the Federal Communications Commission, through its branch offices, certifies graduates as radio technicians; that prominent firms in the electronic and radio industry employ graduates at salaries beginning at $500 a month; that the course of study is superior to the work offered by Massachusetts Institute of Technology; and that students may be trained in less time through the course than by attending standard residence schools.

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ABC ACQUIRES TV LICENSE TO DUNNING ANIMATIC PROJECTOR

The American Broadcasting Company has acquired the exclusive television license to the Dunning Animatic projector developed by Dunningcolor Corporation of Hollywood, Cal. Under this license, the Animatic projector becomes available to ABC owned and operated television stations as well as video stations affiliated with the network.

Designed to achieve a low cost method of producing 16 mm. television films and video commercials, the Animatic projector was demonstrated to the press last week in the ABC board room by Carroll H. Dunning, President of Dunningcolor Corporation, whom together with his son, Dodge, invented the machine.

Similar to slide film projectors, the Animatic projector achieves animation in films by pulling each picture down in the brief interval of 1/200th of a second. The illusion of animation is achieved through the fact that each succeeding frame appears in perfect register with the previous picture. The frames containing the telecast picture may be moved either electronically, through an inaudible note on the phonograph record which provides the sound track, or, if the commercial announcement is to be done live, through manual push-button control.

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NBS HEAD PUTS RECORD STRAIGHT RE BRUNETTI RESIGNATION

Inasmuch as an article about Stanford Institute securing the services of Dr. Brunetti, one of the developers of the proximity fuse, away from the National Bureau of Standards by offering him more money, which appeared in the Heinl News Service (Dec. 15, Page 1), fell into several of the same errors we are reprinting here a letter written by Dr. E. V. Condon, Director of the National Bureau of Standards to the Washington Post:

"On December 11, The Post published an article on the resignation of Dr. Cledo Brunetti from the staff of the National Bureau of Standards. There were several errors which I hope can be corrected.

"The article credits Dr. Brunetti with development of the proximity fuse. No one scientist can be given credit for this. Many individuals made important contributions. Several types were developed and the basic ideas originated both in England and the United States.

"The American work originated at the Department of Terrestrial Magnetism of the Carnegie Institution of Washington. Later the developments for non-rotating projectiles were carried on at the National Bureau of Standards, while those for rotating projectiles were made by the Applied Physics Laboratory of the John Hopkins University at Silver Spring, Md.

"The fascinating story of this important development can be found in the book, 'New Weapons for Air Warfare', edited by Dr. J. C. Boyce, of New York University, for the National Defense Research Committee.

"The article also credits him with the invention of printed electric circuits. Work on this originated in discussions between engineers of the Globe Union Co., of Milwaukee, Wis., and Dr. Alexander Ellett, then of the N ational Defense Research Committee. Dr. Brunetti has, however, played an important part in extending postwar applications of printed circuits.

"It was stated that Dr. Brunetti' s Government salary is $9,500, whereas it is $8,509.50, a year. As to the statement that he 'never received a cent for developing the proximity fuse' it should be remarked that, whatever views one may hold as to the adequacy of Federal salaries, it was for precisely his part in this work that the Government was paying him his salary."

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CLIFFORD JONES, A BATAVIA RADIO PIONEER, STRICKEN

Clifford Jones of Batavia, N. Y., well known in western New York radio circles, was stricken fatally while attending a dance with Mrs. Jones last Saturday night. He was 41 years old.

Mr. Jones joined Station WGR in Buffalo as a staff announcer in 1935, and appeared in many radio productions that he wrote and directed. He remained active in radio after becoming a plant safety engineer for the Doehler-Jarvis Corporation at Batavia 7 years ago.

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PRACTICAL TEST PROVES NEW TV EXTENSION IDEA O.K. - SARNOFF

First practical use of a newly developed method of extending television coverage by reducing interference between stations on the same channel is under way on a full-time basis between the New York and Washington television stations of the National Broadcasting Company, it was announced last week by Brig. Gen. David Sarnoff, President and Chairman of the Board of the Radio Corporation of America.

General Sarnoff disclosed that the new method, known as television carrier synchronization, has been in regular operation since Thursday of week before last, employing facilities at RCA Laboratories, Princeton, N. J. He then declared:

"The immediate effect of these operations has been to extend interference-free service to thousands of additional viewing families in the 'fringe', or outlying service areas, of stations WNBT, New York, and WNBW, Washington.

"These operations, therefore, can be regarded as highly successful and point the way to application of synchronization to stations in other parts of the country where the co-channel interference has become a problem.

"Use of synchronization permits a closer spacing of television stations on the same channel than is possible without this method of reducing interference between stations. It also enlarges the service area of television stations, thus enabling television to reach out and serve many more people than otherwise could be served. This is of particular importance to rural sections since it makes possible service to such sections which could not otherwise be obtained."

Chairman Wayne Coy, of the Federal Communications Commission, has now been notified of the initiation of the synchronizing service between the NBC stations, WNBT, New York, and WNBW, Washington.

Commenting on the operation, Niles Trammell, President of the National Broadcasting Company, said:

"Another great engineering advancement in television broadcasting has been achieved by the RCA Laboratories Division of the Radio Corporation of America and we at the National Broadcasting Company are proud indeed to have had the opportunity to put it into operation immediately, thus adding another 'first' to our list.

"We also take pride in the fact that the cooperation of NBC's engineers made possible the accomplishment of this new system of synchronization which already is being used to improve the service of our television stations in New York and Washington, WNBT and WNBW.

"This new system will make the fine programs of these two stations available in more perfect form to many thousands of additional television viewers who live in a wide area between New York and Washington which heretofore has not received satisfactory service.

The use of synchronization will soon be extended to other areas which are troubled with the problem of interference where two stations or more are on the same channel."

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NOW JOHN KENNEDY, KSDJ, TURNS UP AT THE WHITE HOUSE

Having gotten the shirt off President Truman's back (after he had admired it when visiting Mr. Truman at Key West), John S. Kennedy, publisher of the San Diego Journal, and operator of Station KSDJ, San Diego, called on the President in Washington last Friday. Mr. Kennedy did not divulge the object of his visit but there was no further evidence of the President having lost any additional wearing apparel.

John was an ardent Truman supporter in the "late unpleasantness" and put up a real fight for him in the campaign.

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FCC GOES INTO IMPORTANT QUESTION "WHO ARE THE YOUNGEST HAMS?"

The question of who is the "youngest" amateur radio operator is a continuing subject of debate. However, pre-teen-age radio "hams" are nothing new to the Federal Communications Commission.

Recently, two youngsters - one nine years old and the other 11 - received Class B amateur operator licenses. They are Kent William Lattig and Lowell Kay Lattig, brothers, of Cropsey, Illinois. They passed the code and written tests on November 26 in radio district No. 18. As a result, each can now operate an amateur station - Kent with the call signal W9FZE and Lowell, W9FZJ.

The children became interested in radio through their father, Orletta A. Lattig, who holds a Class A amateur license and operates Station W9KOD in the family home.

Though the average age of amateurs is about 34, an eight-year old girl qualified for a license about 15 years ago. FCC Commissioner George E. Sterling was the examining officer at the time and he recalls that she demonstrated her ability to copy on a typewriter at the rate of some 20 words a minute. It was necessary for her to sit on a large dictionary so that she could reach the keys. At last reports this girl, Jean Hudson, W2TEF, was writing stories for the amateur fraternity magazine "QST" on the exploits of amateurs who lost their lives in combat during the last war.

The amateur radio service provides an appropriate outlet for radio-conscious youth to pursue an interesting and instructive hobby. It has been a boon to the invalid, and even the blind. It is also a means of self-improvement, for it furnishes training and experience for those who would enter the rapidly expanding radio fields.

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MANUFACTURERS PRESENT NATION-WIDE TV SERVICE PLAN TO FCC

Plans for future national television service, continuing and expanding present standard (VHF) frequencies for larger cities and proposing future supplementary broadcasting and TV receivers for smaller cities in the higher (UHF) frequencies, were submitted last Monday to the Federal Communications Commission by President Max F. Balcom and a committee of the Radio Manufacturers' Association. The manufacturers' plan would avoid obsolescence for the public of current TV receivers and largely avoid costly future "two-band" sets.

Also, the FCC was urged to end its temporary "freeze" on new TV station construction permits, as quickly as possible, to allow maximum development in 1949 of the current standard television broadcasting and receivers.

The RMA recommendations were presented informally by a committee headed by President Max F.Balcom, but later will be formally submitted.

The RMA plan contemplates that the present standard VHF television system shall be the "back bone" of national television service principally for larger cities and shall be expanded at once to maximum use; also that the higher UHF frequencies be allocated promptly for use, within two or three years, generally for TV service in the smaller cities, with a minimum of overlapping of the higher and lower frequency systems and, therefore, a minimum of two-band receivers. In the meanwhile, for both small and large cities it is proposed to use the present VHF frequencies for maximum service and stations.

Also, the RMA proposals would provide at least four television stations in each city, for competition and network service.

The Commission was urged to end its present "freeze" on the new VHF stations as soon as possible and before specifically allocating the future UHF service. It would be from one to three years before the supplementary UHF service, transmitters and sets, would be available for the smaller cities.

The RMA national television service plan was received by FCC Commissioners Paul A.Walker and Edwin M. Webster, Chairman Wayne Coy being ill. The RMA committee plans were unanimous and said to represent about 95 percent of the television industry opinion. Formalized, detailed RMA recommendations are being drafted by Dr. Allen B. DuMont for submission soon to the Commission.

Future color television was discussed briefly but industry opinion was that it is far distant and would require even higher UHF frequencies than the present television or the supplementary UHF frequencies.

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CIVILIAN WALKIE-TALKIES ANNOUNCED BY CITIZENS RADIO CORP.

The first portable radio transceivers for public use between homes, automobiles, offices, plants, farms and many other person-to-person radio telephone applications are now in pilot plant production, according to Al Gross of the Citizens Radio Corporation of Cleveland, which, it is said, has received the first FCC type approval for equipment to be used on the 465 megacycle band allocated for civilian use.

The equipment, according to Mr. Gross, is one-fourth the size of the famous wartime walkie-talkie, and is the result of more than two years of research and engineering in which many new techniques, including subminiature tubes and the use of silver-on-ceramic circuits, have been perfected for practical push-button, person-to-person radio communication for public use.

The transceiver, two of which are required for person-to-person air contact, is housed in a tiny case measuring only 6" x 2-7/8" x 1-1/4" topped by a small folding antenna. This pocket-sized radio station includes all necessary equipment except a tiny headphone and batteries carried in a separate case about the size of a miniature camera.

Development of the citizen's radio, Mr. Gross said, was made possible largely through the availability of subminiature tubes manufactured by Sylvania Electric Products, Inc. and the cooperation of Sylvania's advanced development laboratories. However, he admitted that many practical design problems, without which FCC type approval CR-401 could not have been obtained, were solved in the laboratories of the Citizens Radio Corporation.

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TWO STATES PUT ADMISSION TAX ON TELEVISION

The admission tax is catching up with the newest medium of mass entertainment - television, the Associated Press reports from Chicago this week.

The Municipal Finance Officers' Association said Tuesday, Kentucky and Pennsylvania are the first States to be affected.

A recent Kentucky Revenue Department regulation held that if television is used for entertainment in night clubs that have minimum charges, an admission tax is in order. Twenty-five percent of the total charge made is regarded as the admission charge, and the tax is computed on that basis.

Pennsylvania courts have upheld the right of that State to require tavern operators to pay the State for an amusement permit if they use television sets to attract trade.

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PETRILLO RECORD BAN SEEN AS COSTLY STRIKE METHOD

What sounded like "the raspberry" was given to James Caesar Petrillo by the Washington Post for doing an about face in calling off the recording ban. Said the Post:

"A year ago, Mr. Petrillo announced that recorded music would be banned forever by his union. But this week he celebrated the lifting of that ban by directing a recorded rendition of 'I'm Just Wild About Harry' for presentation to President Truman. What is more, he hasn't even bothered to deny charges of inconsistency, contenting himself with the modest observation that, 'All great Americans (and he mentioned President Lincoln as an example) change their minds.'

"As a matter of fact, Mr. Petrillo's actions indicate that he has not changed his mind at all. For the ban on recordings was obviously a tactical move designed to force restoration of the welfare fund for unemployed musicians which was controlled by the union and financed by royalty fees paid by the companies on each disc sold. Under the Taft-Hartley Act, payments of this kind made to representatives of employees are illegal. Hence Mr. Petrillo probably resorted to the ban as a means of bringing pressure on Congress to revise the act or to induce the industry to get around it by some sort of compromise agreement acceptable to his union.

"Last October a compromise agreement was finally reached setting up a welfare fund to be administered by an impartial trustee selected by the recording companies. This week Attorney General Clark, prodded by the Department of Labor, stated that in his opinion the new setup does not violate the Taft-Hartley Act. That cleared the way for a lifting of the ban on recordings. Since the agreement is based on a plan drafted by a union lawyer, and is liberal in its terms, Mr. Petrillo is doubtless fairly well satisfied with the outcome of his strategic campaign, although the Taft-Hartley Act still stands as a bar to the kind of union-controlled fund that is, no doubt, his ultimate aim. However, for members of the musicians' union deprived of income from recordings as well as manufacturers and distributors of records whose sales have declined sharply during the past year, the Petrillo ban has been a costly method of arriving at the present compromise settlement."

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MARSHALL, EX-ALL-AMERICA, MACKAY RADIO, WESTERN UNION HEAD

Walter P. Marshall, Vice-President, last Tuesday was elected President of the Western Union to succeed Joseph L. Eagan who died early this month. Mr. Marshall became Assistant to the President of Western Union in October, 1943, following the merger of Western Union and Postal Telegraph. He was associated previously with Commercial Cable Company, All America Cables and Radio, Inc., Mackay Radio and Telegraph Company and the Mexican Telegraph Company. He takes over direction of the company's $70,000,000 mechanization program designed to speed up transmission of telegrams and increase the efficiency of operations.

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FRANK MULLEN ADDS JESSE BUTCHER TO HIS STAFF

Frank E. Mullen, President of the G. A. Richards stations, last week appointed radio producer Jesse Butcher as Director of Programming for KMPC in Los Angeles.

Mr. Butcher had been identified with the production of many network programs, including "Breakfast in Hollywood", "Noah Webster Says", and the "Jean Sablon Show".

In his new capacity at KMPC, Mr. Butcher will direct the station's programming efforts, which include building more live talent variety shows and increasing KMPC's agricultural services.

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RADIO-IN-EVERY ROOM CAMPAIGN BOOMS SALT LAKE SALES 128%

Salt Lake City, 128 percent sales increase; New Orleans, 21 percent sales increase; Indianapolis, 50 percent sales increase; Trenton, 110 percent sales increase - there are the final figures in Radio-in-Every-Room campaigns conducted in those cities, proof of what the proper merchandising approach can do in boosting radio sales, the Fred Eldean Organization in New York reports. Conditions were not always favorable; the cities each faced different problems; yet in each case, dealer response was unanimous - Radio-in-Every-Room campaigns help radio business.

Despite the fact that New Orleans dealers found themselves faced with a combination of adverse circumstances, consumer reaction to the campaign held there from October 4 to 20, was strong. Regulation W, going into effect immediately preceding the campaign, curtailed credit buying; announcement of the opening of the city's first television station focussed interest on television sets; and three religious holidays fell during the campaign period. However, dealers and distributors were obviously enthusiastic over the 31 percent increase. Their reaction was summed up by one dealer who said, "If it had not been for the Radio-in-Every-Room campaign, our sales would have been at a standstill. With the campaign, they increased!"

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MRS. FRANK B. JEWETT, WIFE OF FORMER BELL LAB. HEAD, DIES

Mrs. Fannie C. Frisbie Jewett, wife of Dr. Frank B. Jewett, who was President of the Bell Telephone Laboratories from 1925 to 1940, died Friday night in her home at 388 Hobart Avenue, Short Hills, N.J. in her seventy-first year. She was graduated from Rockford (Ill.) College in 1899, received a Ph. D. in Physics from Columbia in 1904, and then taught at Barnard College until her marriage in 1905.

Mrs. Jewett was a member of the Board of Trustees of Rockford College.

Besides her husband, she leaves two sons, Harrison L., and Frank B. Jr. and two brothers, Leigh A, and Joseph R. Frisbie.

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NOVEMBER TV SET PRODUCTION 122,304; NEW RECORD

As manufacturers pushed production of television and radio receivers to meet large pre-Christmas demands, the monthly output of TV sets by member-companies of the Radio Manufacturers' Association jumped 28 percent in November to reach a new peak of 122,304 in November and bring the year's production by RMA manufacturers to more than 700,000 TV receivers, the Radio Manufacturers' Association reported on Monday.

The November TV set production brought the total output by RMA companies since the war to 890,700 and indicated that a million or more television receivers will be off the production lines by the end of 1948. The November TV set production rate was more than four times that of January of this year.

FM-AM radio receiver production remained at a high level although November's total of 166,701 was slightly under October's figures due to the Thanksgiving and Armistice Day holidays. The weekly production rate of FM-AM sets in November was 54 percent greater than the weekly average during the first three quarters of 1948.

Total set production by RMA member-companies, including both TV and radio receivers, was 1,116,127 in November or about the same rate as in October. The November production report covers the four week period, Nov. 1-26, and does not include the last two working days, Nov. 29-30.

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PARA APPEALS FCC TV STATION STAND

Paramount will ask the Federal Communications Commission for a hearing on the Commission's proposed denial by pending applications by company subsidiaries for TV stations in San Francisco, Detroit and Boston, it was learned by the Hollywood Reporter over the weekend. A petition to that effect will have to be filed by December 30.

In response to queries, Paul Raibourn, Vice-President in charge of planning and video chief for Paramount, declared "The proposed decision of the FCC constitutes only the preliminary step in the final determination of the question of television station ownership as affected by the Paramount-DuMont relationship."

Comment was withheld by Dr. Allen B. DuMont, whose firm's applications for TV outlets in Cleveland and Cincinnati were also turned down. The FCC limitation of five video stations to a common ownership was interpreted by the Commission last Thursday as applying to both Paramount and DuMont because of the former's stock interest in the latter. Two outlets are operated by the film company in Los Angeles and Chicago, while the video firm holds licenses in New York, Washington and Pittsburgh.

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SCISSORS AND PASTE

FCC Chairman Coy Sees Phonevision Demonstration
(Ben Kaufman in "Hollywood Reporter")

New York. - Phonevision works and is a practicable mechanical device, Wayne Coy, Chairman of the FCC, told this pillar last week. Picture quality, he indicated, was as good as that of the conventional home telecast variety. . . Coy disclosed that he saw a demonstration of phonevision last September at the Chicago home of Comdr. Eugene F. McDonald, Jr., president of Zenith Radio Corp., which has developed the telephone-wire-connected system of subscription TV. In the Windy City at that time to address the Theatre Owners' Association, the FCC chief stated that he saw the new process in action during a video broadcast of the Purdue-Notre Dame football game. . . The Zenith-developed method of TV for subscribers employs a device at the transmitter for staggering the picture, so that it can be unscrambled only by sets linked to a corrective instrument by phone wire. . . There has been no application to the FCC, however, to extend phonevision beyond the status of its present experimental license in Chicago. Forthcoming Zenith TV receivers are described by the company as equipped with outlets to utilize the closed telecast system.

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A Society Editor Sizes Up Frieda, the FCC Glamour Girl
(Mary Van Rensselaer Thayer in the "Washington Post")

On a Sunday morning last June, at precisely 7:00 A.M., the Republican Congress confirmed Truman appointee Frieda B. Hennock, first woman member of the Federal Communications Commission and sole confirmee out of 900 cases presented. This was the Eightieth Congress' final act before debouching Philadelphia-ward and the Republican Convention.

A feminine Communications Commissioner had long been needed, since women and children make up 90 per cent of the air-attuned consuming public. Lawyer Hennock, a dynamo addicted to golf, sapphires and indoor plants, is the sole woman on a Board of six men. The Commission has ultimate word on all matters dealing with electric and electronic communication. Primarily, Miss Hennock's job is quasi-judicial.

Some days 60 cases pass over her desk and she makes decisions on such variedly allied subjects as telephone rate-making, radio licensing, television, FM, international teletype; special safety services, such as police and taxi radios, ship-to-shore telephones, private citizens' radios.* * *

Frieda, who's blonde, intense, barely forty-ish, studied everything except law as a youngster. At varying periods during adolescence she dipped into music, dramatics, wanted to be a singer. Around 18, she decided to shock her placid family, become a lawyer. Then, most top-notch law schools were closed to women. She wangled

into Brooklyn Law school and, remembering men like Lincoln had no formal training but "read" law in an office, she got herself an after hours job with a legal firm. The day she passed the bar examinations Frieda opened her own office. It had been lent to her, rent free, by a casual woman acquaintance.

Within two weeks Miss Hennock had won a case for her landlady and completely revamped her finances. Frieda asked no fee but her grateful landlady insisted on paying her $3,000. Not a bad start.

First taking every kind of case, she began at last to specialize in corporate law, handling large estates, and became an outstanding Wall Street lawyer.

Always interested in social service, Frieda claims a flair for Government, believes every citizen at some time should serve in it. Her Commissioner's job pulls down only an infinitestimal part of her former plush salary and, like everyone else, she finds economy tough going.

Her most pleasant eccentricity is believing that, after a hard day's work, there's nothing more refreshing than coming home to a plant-filled room. To buoy herself in new surroundings, Frieda carted some seventy exotic plants from New York, set them in ceiling high rows between windows."

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A Bill To Ban TV Sets In Locomotive Cabs
("Washington Post")

No one has suggested seriously that it would be a good idea to install television for the diversion of locomotive engineers, but a Connecticut legislator is taking no chances. He plans to introduce a bill at Hartford banning video sets in locomotive cabs or in automobiles where the driver can see them. If this restriction seems far-fetched, it is only because such places are among the few spots where the benefits of television are not at least projected. The vogue has seized the country.

When the Federal Communications Commission approves the new high-frequency bands, more channels will be available. So that, with the advent of network video broadcasting and the possibility of stratovision, even the smallest hamlets may soon have a choice of beams. What is in store, then, is a general as well as fundamental revision of American entertainment habits. Surveys already have shown a marked drop in movie attendance. But even at home the outlook is for a reduction in after-dinner reading and conversation, with a possible drop in book selling. While it is possible to do other things while listening to the Hit Parade, as any teen-ager bears witness, television demands full attention.

It is the magnetism of television that places the infant industry under a profound social responsibility. Something will have to be offered to replace the informational and educational activities that are being superseded. At the present rate of growth, it may not be long before sets are placed on sightseeing buses to take passengers' minds off the scenery.

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TRADE NOTES

Edgar Morris, a Past President of the Washington, D. C. Board of Trade, has been proposed by the Board of Directors to serve a second term as a Director of the Chamber of Commerce of the United States.

The name of Mr. Morris, who is the Washington Zenith representative, will be placed before the 2500 National Councilors representing member organizations in that national body, who will elect Directors by mail in March of 1949. Mr. Morris again is proposed to represent the Third Election District of the national Chamber.

Harrison W. Moor, Jr. has been appointed Commercial Manager for WBSM (FM) New Bedford, Mass. After his release from active duty as a Major in the Signal Corps, Major Moore served as Sales Manager of Fisher Radio Corp., New York, and later as sales representative for Broadcast Equipment, Inc., Boston. WBSM (FM) will commence operation in late January 1949.

George O. Gillingham, genial FCC press representative, did it a little differently. Instead of the usual Christmas salutation his card read: "The Seasons's Greetings and best wishes for the New York (Fiscal 1949).

Radio Station KRLD's two 478-foot towers in Dallas, toppled over early Tuesday, causing the 50,000-watt station to suspend its programs temporarily.

Gardner Cowles, publisher, has been named Chairman of the New York City advertising, publishing, entertainment and graphic arts solicitation committee for the Salvation Army 1949 appeal. Mr. Cowles is President of the Cowles Broadcasting Company.

WNAX, Yankton-Sioux City, has been awarded the American Legion's 1948 National Radio Citation for distinguished public service in South Dakota.

The award was given to WNAX on the recommendation of the American Legion's State Executive Committee in recognition of "outstanding cooperation with the American Legion in the presentation of programs for the betterment of community, State and nation."

The Ministry of Education, which controls radio broadcasting in Colombia, has established a tax of 3 centavos for every record played to the public by a broadcasting station. This measure was taken to meet the provisions of the agreement on payment of royalties to both foreign and national composers and recording companies.

Comdr. Eugene F. McDonald and his 11 year old daughter, Marianne, were listening to Kaltenborn over the radio the other night, Marcia Winn writes in the Chicago Tribune. "Dada", Marianne interjected suddenly, "I don't like that man. He uses too much make-up on his voice."

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